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International No

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South Africa Sales Office

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R3 Solution Group Ltd.

Group Publisher:

Prashanth Kumar Makam: prashath@r3publications.com

Group Publisher:

Dr. Aydan Bekirov - aydan@r3publications.com

Group Managing Editor:

Nikolai Yakimchuk - nikolai@r3publications.com

Editors:

Prashanth Kumar Makam - editor@rechargeindia.com

Islam Azmy - islam@rechargeafrica.com

Clément Azonsou - clement@rechargeafrica.com

Technical Editors:

Vladimir Kamenov - vlado@rechargeast.com

Alexey Voevodin - alekhan@rechargeast.com

Marketing:

Mirena Polihronova - support@rechargeast.com

Aydn Bekirov Jr. - aydn@rechargeast.com

Vinay Kumar Tallam - sales@rechargeindia.com

Sandesh Shingote - sandesh@rechargeindia.com

Graphic Designers:

Maria Nedyalkova - art@rechargeast.com

Mithun S. Kanthi - mithun@rechargeindia.com

Webmasters:

Aydan Mustafaov - webmaster@rechargeast.com

S. Janaki Raman - webmaster@rechargeindia.com

China Representative:

Amy (Peng) Chunxia - amy@r3publications.com

Trade Show Customer Support - Moscow:

Kristina Peltec - kristina@rechargeast.com

Translators:

Sergey Zubkov

Maria Chugainova

Dana Klocurkova

Atanas Atanasov

Justyna Rudzinska

Katja Borisavova

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RechargeEast Magazine

10 Yuri Venelin Str, Unit 2,

9000 Varna, Bulgaria

Tel./Fax: +359 52 637 102

Fax.: +1 604 608 3197

e-mail: support@rechargeast.com

www.rechargeast.com

moscow 2008 - photo session

RechargeEast 2008 Expo: a Short Retrospective6

specialist's guide

Remanufacturing the Xerox Phaser 5500 Toner and Drum Cartridges10

Toshiba The 60th Series Analog Copiers – Detachable Options for 1550 2060 3560 and 4560 Models. Overview24

RechargeEast Museum of Copiers: Flat Plate Copiers36

news&events

----> CEE news38

New OPC Drums from Integral38

New Refilling Machines38

Teko is One of the Leaders in Kyocera Mita Sales38

High Quality of Black Point Products Proved38

Bulat Toner for KYOCERA38

Ecotoner Celebrates its Owner's Jubilee39

Compatible Ink Cartridges ROCOLOR41

WWM Inks in New Bottles41

WWM's Showroom in Moscow41

----> news WORLD42

Toner for use in Konica Minolta Bizhub C350, C351, C45042

Faroudja Introduces Bulk Toner for the HP 550042

Toner for use in: Canon iR C2880 / IR C2880i / IR C3380i / IR C3380i - CEXV2142

Jadi Imaging to Expand Color Toner Production42

Jadi Imaging Commences Construction of China Factory44

Katun Introduces Katun® Performance™ Color Toners for Use in Ricoh Aficio 3224C/3232C Color Digital Copier/Printers44

New Katun® Performance™ Color and Monochrome Toners Now Available for Several Popular45

Konica Minolta Digital Copier/Printers45

MSE Releases HP 5200/M5025MFP Universal Compatible Cartridge46

MSE Expands Brother Compatible Lineup with Two Products46

New Seal for the Q7551A/X47

Universal Lexmark Replacement Chips47

Oasis Releases Products for the HP M5025/5035mfp Series47

Static Control Qualifies Samsung® ML-3051 Toner, Drum and Wiper Blade for Use in Samsung® ML-3471 Cartridges48

Static Control Qualifies All HP® P2015 Products for use in HP® M2727 MFP48

Static Control Qualifies HP®1012 Family of Products for use in Canon® 104/304 Cartridges48

Static Control's 24mm Drums Can NOW Be Used For Multiple Cycles Using Static Control's CTL48

Replenishment System™ and Matched Components48

Static Control Expands MICR Toner Line with HP® P2015 MICR Toner49

Uninet Nominated for Four Recharge Readers Choice Awards50

Uninet Adds HP P1005, P1006, P150550

Uninet Releases Samsung CLP 300 Compatible Toner Cartridges50

Uninet Releases DELL 3110CN Toner and Smartchips50

Uninet Releases New Summit Brand OPC Lubricating Powder50

oem news

Xerox Invented Self-Cleaning Paper52

Samsung launched the Smallest Printer and MFU52

Growth of MFU Shipment in Ukraine in the First Quarter of 200852

The Level of Pirate Software in Ukraine is in Decrease52

company profiles

Clients' Fortune in Fartuna!54

facts&opinions

How Much Should My Product and My Service Cost? Part two: Price policy56

index to advertisers

All That Ink / ATS Bulgaria17

Baiksian OPC4, 5

Buromax57

CBC49

Delacamp13

Kante ZK s.r.o.43

Katun CorporationFC

Lid Factory45

Oasis Imaging Products33

R3 Solutions9

RechargeEast Magazine26,35,37,40,47,49

Recharger Magazine53

Romanian Association51

Static Control Components (Europe) LimitedIFC, 1, 3, IBC, BC

TophotelCZ 59

UniNet Imaging22,23,31

Wuhan Pointrole Information Technology41

Classifieds60



Dear Reader,

The heat of the summer is approaching and it's time to think about vacations rewarding this year's hard work. If it is your case and you are planning your trip to seashore or in the mountains, then, why not take this issue of RechargeEast Magazine with you to stay tuned with the industry's heartbeat. There are plenty of interesting things to read in this issue: technical instructions for Xerox Phaser 5500 cartridge, technical issues with Toshiba copiers as well as the new museum column dwelling on flat plate copiers dating 50-60 years back. News from international and local companies is also in the focus. You will also be able to have more glimpses of the RechargeEast 2008 trade show, which took place in Moscow on May 21-23, 2008. In the company profile part of the magazine we are presenting the results of the conversation with a Russian company, Fartuna, who were kind to share with us with their experience of working in one of the regions in Russia. On top of it, another article on price formation and price policy is awaiting its reader at the end of the issue.

While on vacation or in preparation for it, keep the key word "Prague" in your mind. Why Prague? Prague is the place for the next edition of ReEurope Expo in September, 2008. More information is at www.reeuropeexpo.com.

Meanwhile, enjoy summer, sun and vacations!

Have a pleasant read!

Nikolai Yakimchuk, Editor

nikolai@rechargeeast.com | Blog: www.rechargeeast.blogspot.com

Do not hesitate to forward all interesting materials resulted from your practical experience!

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RechargEast 2008 Expo: a Short Retrospective

RechargEast Trade Show 2008 took place on May 21-23, 2008, in Moscow, Russia, for the 5th time in its history. RechargEast trade shows are the most significant event in the imaging supplies aftermarket in the Russian Federation and CIS countries. Reputed in such a manner, the trade show attracts a large number of foreign companies promoting their products at the international level. Covering one of the largest and most perspective markets in the world (Russia and CIS) the trade show helps non-Russia companies find local parents and network actively, which is mandatory for successful business in the region. Therefore, RechargEast shows are so popular with Asian and Western European supplies and distributors of raw materials and parts for the printer cartridge remanufacturing and recharging process.

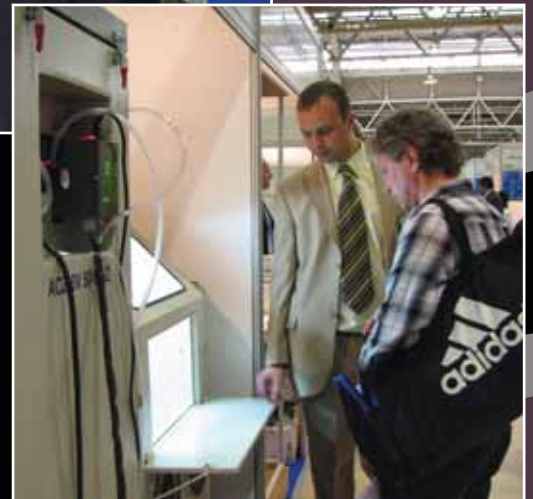
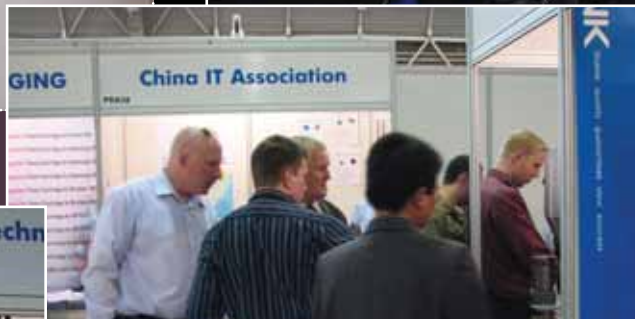
For local remanufacturing companies RechargEast shows have become the traditional meeting place very important for finding serious suppliers, for learning about industry news and for acquiring new practical knowledge and skills.

Here we are inviting you to have a look at the 2008 expo to have been organized in Moscow, in May 2008.

Website: www.rechargeastshow.com | www.rechargeast.com









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Remanufacturing the Xerox Phaser 5500 Toner and Drum Cartridges

By Mike Josiah and the Technical Staff at Summit Technologies, a division of UniNet Imaging Inc.



Mike Josiah
VP Technical Services

Summit Technologies is a global distributor of toner, OPC drums, wiper blades, and other supplies for the cartridge remanufacturing industry. From 2007 Summit Technologies is a subdivision of Uninet Imaging.

We have searched the world to find the finest in toner and components for the remanufacturing of laser cartridges. We have never committed ourselves to purchasing from any exclusive manufacturer, so that we can choose the best solutions for our customers. In some cases this has meant a higher cost, but we believe that quality is paramount in this industry. We test each system to ASTM standards and stand 100% behind the toners, components and systems we offer.

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First released in November 2004, the Xerox Phaser 5500 is based on a 50ppm Xerox engine that runs at 1200 dpi. These machines have a monthly duty cycle of 150,000 pages and have a first page out in under 8 seconds. They are heavy duty network machines. If you have a customer with one most likely they will be using quite a few cartridges. These machines are a bit different from most these days in that they use a separate toner tank, and the drum unit also has developer in it.

The toner cartridge, 113R00668 is rated for 30,000 pages, and the drum unit 113R00670 is rated for 60,000 pages. While that is the "rated" spec for the drum cartridge, in reality it is less. Rather than pages, the machine counts drum cycles. There is a max # of cycles set at 240,000. The 60,000 page life is based on an average job length of 6 single sided pages. The following is taken directly from the Xerox service manual:

"As an example of how job length effects the drum cartridge life count, a continuous print job having a job length of 500 to 1000 pages results in a drum cycle count of 3.2 cycles per page. At 3.2 cycles per page, the drum cartridge life count increases to 75,000 prints. However, if the customer were to print mostly single page jobs, the drum cycle count increases to 7.8 drum cycles per page reducing the drum cartridge life count to 31,250 pages."

The reason for this is that there are start and stop cycles. So what this means is the bigger the print jobs, the longer the drum cartridge will last, the smaller the print jobs, the shorter it will last. Considering the above information, it's highly doubtful anyone will get the stated 60,000 pages.

The stated retail price (As of October 2007) for the toner cartridge is \$154.00 and the drum unit is \$374.00. So as you can see, there is plenty of room for a nice profit margin.

Current Machines based on the Phaser 5500 engine are:

Xerox Phaser 5500B
Xerox Phaser 5500DN
Xerox Phaser 5500DT
Xerox Phaser 5500DX
Xerox Phaser 5500N

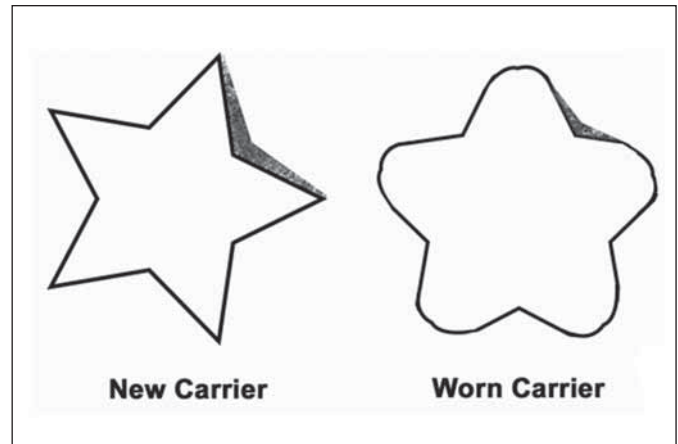
As this machine is a bit different from the norm in how it works (Toner and developer), we are covering the cartridge theory here as well.

Machine and cartridge troubleshooting are covered at the end of this article.

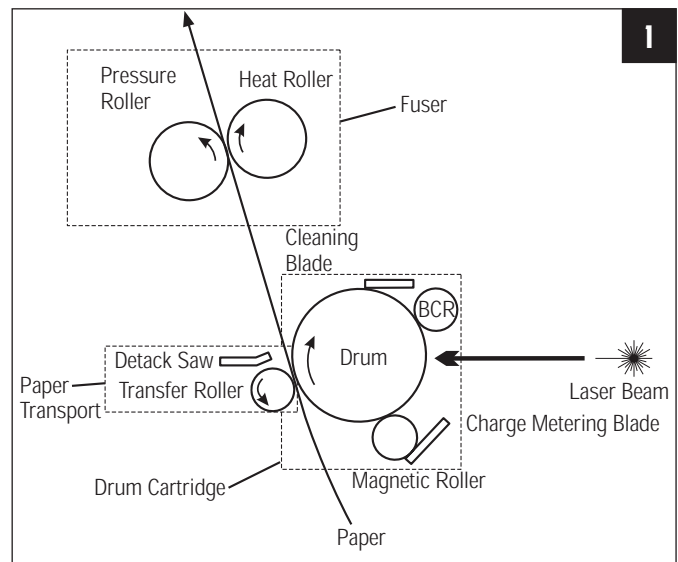
Before we go into the actual cartridge theory, let's go into what Developer is.

Developer is actually made up of two components, metal filings (Carrier) and toner. When developer is manufactured, the correct toner is mixed with the carrier at a specific percentage. As long as everything is running correctly, developer never actually leaves the cartridge. It picks up the toner from the supply chamber, brings it out to be transferred to the drum, and returns to the developer section where it will pick up more toner and start over again. The mixture of the toner and developer is controlled by a sensor which is located in the toner/developer section of the cartridge. This sensor looks for a specific mixture. When it does not see the proper mix, it will cause the machine to cycle, and bring more toner into the developer section until it does. That is why when in two cartridge systems, a new toner cartridge is installed it will cycle for a while before it goes to ready.

The best explanation I have ever heard on why developer must be replaced is this: Think of a single metal filing as having the shape of a 5 point star. (It doesn't but it makes it easier to explain). When the developer is new, the points of the star are sharp, and there is a considerable amount of surface area between the points for the toner to sit. As copies are run, the friction of the toner, other carrier particles, and the magnetic roller will start to wear the points down. As the points get dull, the surface area for the toner to sit in is less. This will cause light prints and if let go long enough, the toner low sensor will never see the correct mixture and will not allow the machine to go to the ready state.



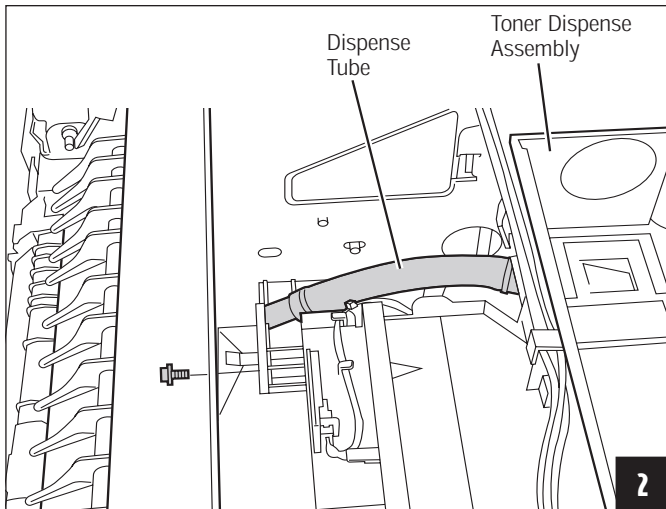
The toner cartridge printing process is best explained as a series of steps or stages. (See Figure 1)



In the first stage, the Primary Charge roller (PCR) places a uniform negative DC Bias voltage on the OPC drum surface. The amount of the negative DC Bias placed on the drum is controlled by the printer's intensity setting. This process is called conditioning.

In the second stage, (also called the imaging section), the laser beam is fired onto a rotating mirror (called the scanner). This printer actually uses a dual laser beam unit which helps speed up the scanning process. As the mirror rotates, the beam reflects into a set of focusing lens. The beam then strikes the OPCs surface, leaving a latent electrostatic image on the drum.

The third stage (developing stage) is where the toner image is developed on the drum by the developing section. This is where things change a bit for this system. As the magnetic roller in the drum cartridge turns, it picks up the developer which has a full load of toner on it. The toner is fed from the toner cartridge through an auger/port system. (See Figure 2) When the developer mixture sensor senses the proper mixture, it sends a signal to stop the agitator and the toner stops being fed into the drum unit.



The toner/developer is held to the magnetic roller sleeve by the stationary magnet inside the sleeve, and a negative DC bias voltage supplied by the high voltage power supply. This DC bias voltage is controlled by the printer's intensity setting, and causes either more or less toner to be attracted to the drum. This in turn will either increase or decrease the print density. Both the Primary Charge roller and magnetic roller DC Bias voltages are controlled by the printer's intensity setting. The amount of toner/developer on the magnetic roller sleeve is controlled by the Doctor blade, which uses pressure to keep the amount of toner on the magnetic roller sleeve constant. This blade also causes a static charge to build up on the toner/developer, which helps keep the coating of toner even, and allows easy transfer to the OPC drum. (Xerox calls the Doctor Blade a "Charging and Metering blade").

As the laser exposed areas of the OPC drum approach the magnetic roller, the toner particles are attracted to the drums surface due to the opposite voltage potentials of the toner, and laser exposed surface of the OPC drum. The charge differential is great enough to attract the toner to the drum, but not great enough to pull the developer. The developer stays on the magnetic roller and returns to the hopper for more toner.

In the fourth stage (transfer stage) the toner image is then transferred to the paper as it passes below the drum by the transfer charge roller, which places a positive charge on the back of the paper. This positive charge causes the negatively charged toner on the drum's surface to be attracted to the page. The small diameter of the drum, combined with the stiffness of the paper causes the paper to peel away from the drum.

In the fifth stage (separation stage) the paper separates from the drum. The static charge eliminator weakens the attractive forces between the negatively charged drum surface, and the positively charged paper. This prevents toner dropouts onto the paper at low temperatures and humidity and also prevents paper from wrapping around the drum. .

In the Sixth stage (fusing stage) the image is then fused on to the paper by the fuser assembly, which is comprised of the

upper and lower fuser rollers. The paper passes between a heated upper fusing roller and a soft lower rubber roller that presses the page up into the upper roller. The upper heated roller then melts the toner into the paper.

In the Seventh stage (Drum cleaning stage) the OPC drum is cleaned. On average, approximately 95% of the toner is transferred to the paper during the print cycle. As the drum rotates during printing, the remaining 5% of the toner that is on the OPC drum is cleaned off the drum by the wiper blade. It is then guided into the waste chamber by the recovery blade, and stored in the waste chamber.

Once the print cycle has been completed, the Primary Charge Roller will then place an AC voltage across the drum surface that erases any residual charges left on the drum surface. The OPC drum is now ready to be conditioned by the Primary Charge Roller using the negative DC bias voltage, and start the print cycle again.

SUPPLIES REQUIRED:

- Xerox Phaser 5500 toner 625g
 - Replacement chip for toner cartridge.
 - Xerox Phaser 5500 OPC Drum
 - Xerox Phaser 5500 Wiper Blade
 - Xerox Phaser 5500 Developer (Used in OPC cartridge)
 - Xerox Phaser 5500 Drum cartridge replacement chip.
- Conductive grease

TOOLS REQUIRED

- Phillips head screwdriver
- Small common screw driver
- Vacuum approved for toner

REMANUFACTURING THE TONER CARTRIDGE

1) On the beige end cap, locate the 4 small rectangular holes. In each of these holes is a locking tab. With a small jewelers screwdriver, press up on the top two tabs to release the top half, and press down with the screwdriver to release the bottom half. Remove the end cap. See Figure's 3 & 4



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2) Remove the fill plug and clean out all remaining toner.
See Figure 5



3) Fill with 500g Phaser 5500 toner, replace the fill plug.
See Figure 6



4) Install the end cap. Make sure it fully snaps in place.
See Figure 7



5) Replace the chip by pulling up on the chip cover, and lifting the chip up slightly so it can slide over the two tabs.
See Figure's 8 & 9



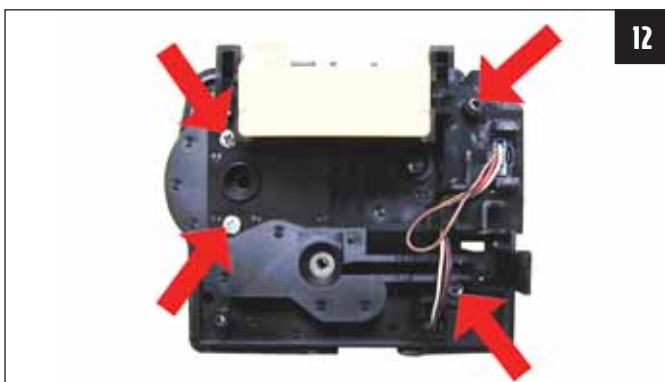
REMANUFACTURING THE DRUM CARTRIDGE

1) Remove the 2 screws located on the handle side end cap. Remove the end cap. See Figure's 10 & 11

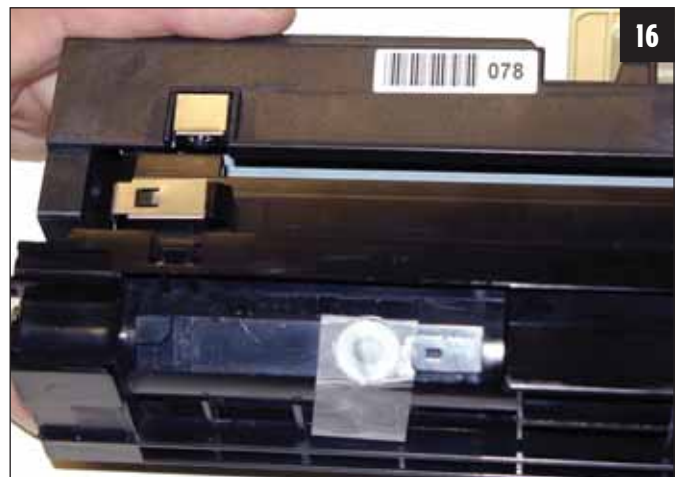




2) Remove the four screws from the inner end cap. Remove the end cap. See Figure's 12 & 13



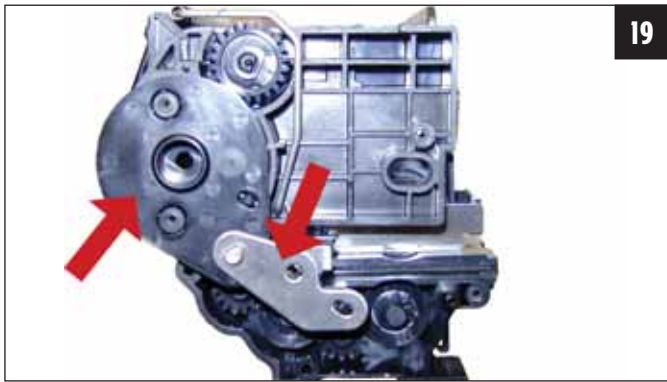
3) Follow the wires from the inner end cap to the sensor. Pry up on the two locking tabs and remove the sensor. Place a small piece of tape over the sensor hole. See Figure's 14, 15 & 16



4) On the non gear side, remove the three screws from the end cap, remove the end cap. See Figure's 17 & 18



5) On the large gear side, remove the metal plate and the drum bushing. See Figure's 19 & 20

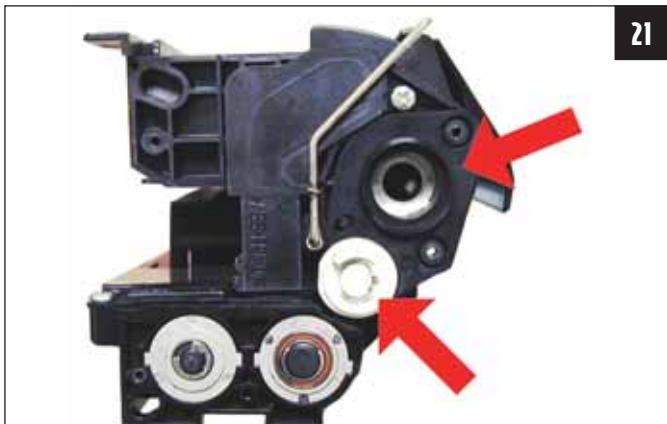


19



20

6) On the opposite side, (Non gear side) pry off the white gear, and the drum bushing. See Figure's 21 & 22



21



22

7) Carefully separate the two halves. See Figure 23



23

8) Remove the drum, place aside. See Figure 24



24

9) Remove the PCR. See Figure 25



25

10) Remove the 2 screws from the wiper blade, and remove the blade. See Figure 26



26

11) Clean out any toner from the hopper. Make sure you also clean out the auger post. See Figure's 27 & 28



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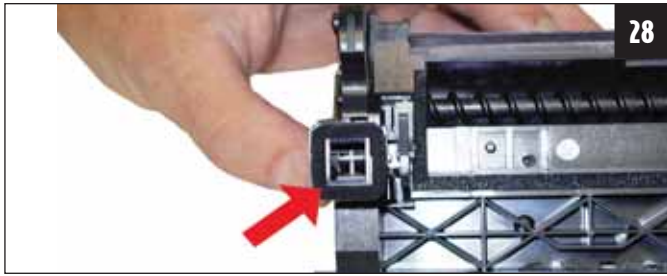
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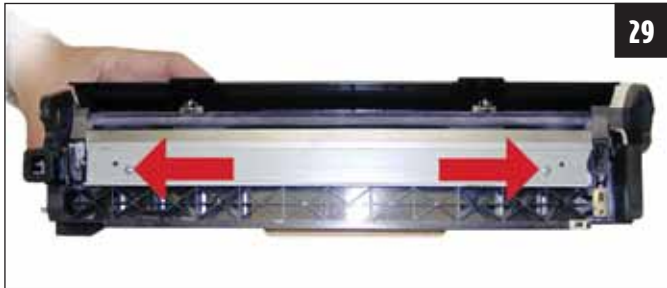
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Oasis Imaging Products BV

The Netherlands
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12) Install the new wiper blade and 2 screws. See Figure 29



13) Clean the PCR with your normal cleaner. Wipe off the old conductive grease from the shaft and replace. Re-install the PCR in the assembly grease side to the black PCR holder. See Figure 30



14) Place the drum in the hopper and carefully pace aside. See Figure 31



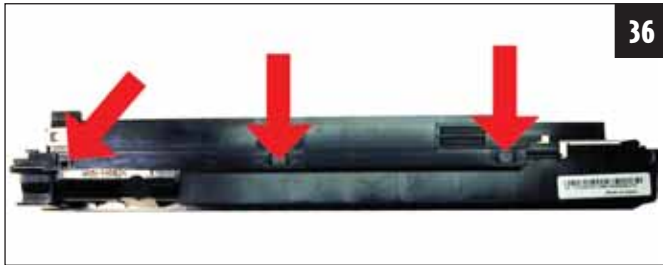
15) On the developer roller side, remove the two springs from the metal slide cover. See Figure 32

16) Remove the plastic spring arm, and the two screws. See Figure's 33 & 34

17) Remove the screw from the contact plate on the opposite side of the hopper. See Figure 35



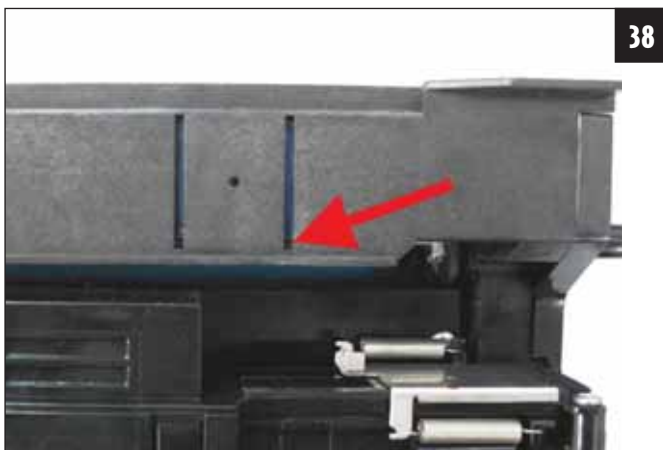
18) Carefully pry up the three plastic tabs on the back edge of the cartridge. See Figure 36



19) Lift off the cover, and locate the chip. See Figure 37



20) From the inside of the cover remove and replace the chip. See Figure 38.



21) Remove all the old developer from the hopper. See Figure 39



22) Pour in the new developer. Make sure you cover both augers. See Figure 40



23) Snap the cover back in place. Make sure all three tabs lock! See Figure 41



24) Install the back screw in front of the metal cover. See Figure 42



25) Install the plastic spring arm and the screw to hold it in place. (Sliding the cover over allows the spring arm to fit correctly). See Figure 43



26) On the opposite side, install the screw into the metal contact. See Figure 44



27) Install both springs on the metal cover. See Figure 45



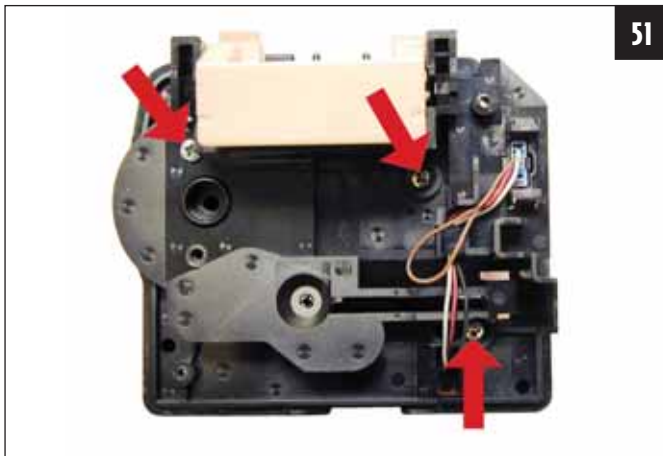
28) While holding both halves together install the drum bushings. The pointed one to the gear side (With the metal plate), and the double bushing to the non-gear side. Also install the white gear onto the keyed shaft. See Figure's 46, 47, 48, & 49.



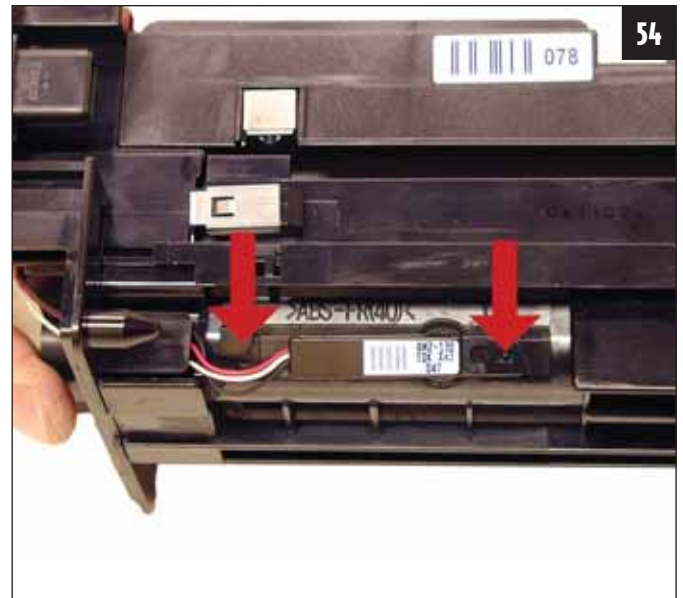
29) Install the end cap and 3 screws on the non gear side. Make sure the white gear fits properly. See Figure 50



30) Install the inner handle end cap on the gear side, and the three screws. Watch the wire routing so that they do not get pinched. See Figure's 51 & 52



31) While holding the cartridge so the developer will not spill out, remove the tape from the sensor hole. Make sure the wires are routed correctly and snap the sensor back in place. See Figure's 53 & 54



32) Install the outer end cap onto the gear side, and the 2 screws. Press down on the handle to allow the end cap to fit properly. See Figure 55



CARTRIDGE TROUBLESHOOTING:

No real problems have been noted so far. The repetitive defect table is as follows:

- Drum: 94.2mm
- Upper fuser roller 78.5mm
- Transfer roller 58.7mm
- Developer roller 56.5mm
- PCR: 44.0mm
- Machine Troubleshooting

As with most machines these days, the error codes are in plain English and self explanatory. There is no reason to go into them here. **RCE**





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TOSHIBA the 60th SERIES ANALOG COPIERS – DETACHABLE OPTIONS for **1550** **2060 3560** and **4560** MODELS

OVERVIEW

By Vladimir Kamenov



Eng. Vladimir Kamenov, PhD

Vladimir Kamenov, PhD, is a specialist in maintenance of various models of Toshiba copiers. He holds a master's degree in Precision Mechanics and a PhD degree in Applied Mechanics. His work experience includes part-time and full-time jobs as service engineer. He also lectures at the Sofia Technical University, Precision Mechanics Department, Office Equipment Specialty.

Contact:

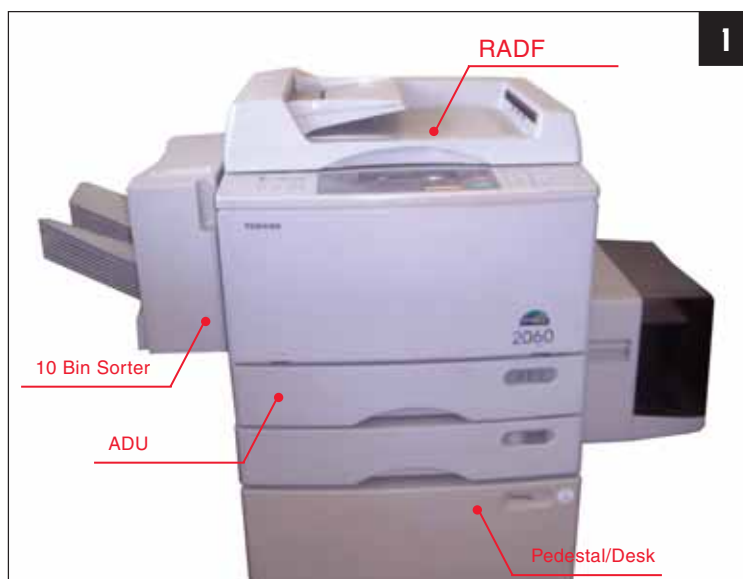
Email:
vladokamenov@tu-sofia.bg
Tel.: +359887730384

Following the technical review of all analog copiers from Toshiba 60th series, comes the present article about the extensive list of detachable option modules. The available options are RADF – reversing automatic document feeder (ADF – automatic document feeder); LCF – large capacity feeder; Sorters with or without stapler; ADU – automatic duplexing unit and Pedestal.

The copiers from the 60th series are quite capable of doing most of the daily copying needs of the users, but however nothing is perfect. So there comes the options list.

- The RADF module enables users to copy up to 50 originals at a time automatically both one and two sided.
- The LCF is a useful option for users that demand a steady continuous supply of copy paper. The module has a capacity of 1500 sheets.
- The sorter is a valuable option module for copy shops and busy offices, which operate with great number of multiple pages documents that need to be copied, sorted and stapled in up to 20 sets at a time. The sorters available are either of 10 or 20 bin types. The first is a hanging type and the second is a stand-alone type. The stand alone type demands the original stand desk of the machine to be used or the optional pedestal module, for correct alignment of the sorter with the copier.
- The ADU module is also preferable for busy offices. There is no need to explain the advantages of automatic double-sided copying.
- The pedestal is yet another option for even greater volume of copy paper supply. It consists of either 3 of 2 auxiliary paper trays with variable paper formats.

The places and external view of the described options are shown in figure 1:



PERIODICAL MAINTENANCE – USEFUL PRACTICES

In general, the option modules are very reliable and rarely need special attention, apart from the regular maintenance and replacement of worn parts (mostly rubber parts). However, the goal of this article is, as usual, to give you guidelines for proper maintenance.

1. REVERSING AUTOMATIC DOCUMENT FEEDER (RADF) MR-3006/2008

The main difference between the two models is that the second can handle only one sided originals. This is preferred for machines that have no duplexing module for 2 sided copies.

SPECIFICATIONS OF THE MR-3006/2008 RADF MODULE:

Model Name	MR-3006/MR-2008
Number of Originals	Up to 50 originals (A4/60~80 g/m ² or Letter/16~22 lb.) can be set at a time.
Feeding Speed	Approx. 20 originals/minute (A4 or Letter, side feeding) when installed on the 2060 Approx. 28 originals/minute (A4 or Letter, side feeding) when installed on the 2860/2870
Acceptable Original Size	Minimum : A5-R or Statement-R, Personal check Maximum : A3 or Ledger Paper weight: 60-90 g/m ² 16~24 lb.
Power Source	Supplied from the copier
Power Consumption	60W (MR-3006) / 55W (MR-2008)
Dimensions	W597 x D494 x H120 (W23.5" x D19.4" x H4.7")...MR-3006 W597 x D494 x H120 (W23.5" x D19.4" x H4.7")...MR-2008
Weight	Approx. 9.5 Kg or 20.9 lb. ...MR-3006 Approx. 9 Kg or 19.8 lb. ...MR-2008

PERIODICAL MAINTENANCE AND REPLACEABLE PARTS:

The periodical maintenance intervals and the corresponding parts location are given on figure 2.

	Parts to check	450K	160K
(R1)	Pick-up roller		C1
(R2)	Feed roller		C1
(R3)	Aligning roller		C1
(R4)	Reversing roller		C1
(R5)	Exit roller		C1
(P1)	Separation pad	Replace	C1
(B1)	Transport belt		C1
(B2)	Brush		C2
(S1)	Empty sensor		C3
(S2)	Size sensor		C3
(S3)	Aligning sensor		C3
(S4)	Exit sensor		C3

Note: K=1 000 copies;

C1: Cleaning (Isopropyl alcohol);

C2: Cleaning (Cloth);

C3: Cleaning (Cotton Swab)

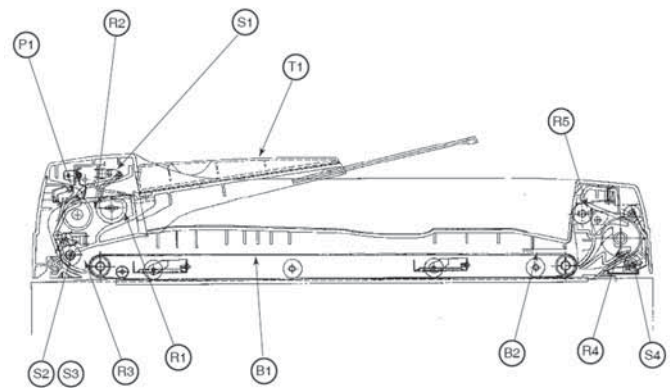
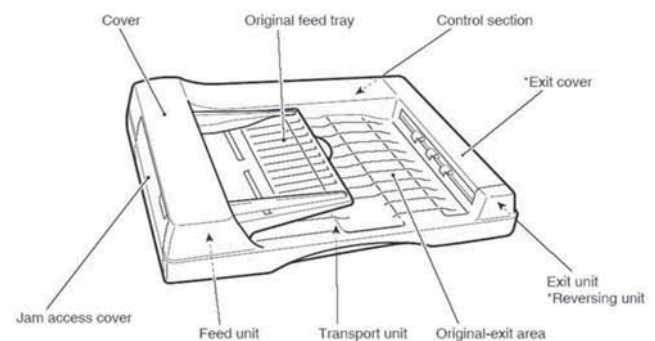


Figure 2 – RADF maintenance cycle and parts

In order to better troubleshoot and repair malfunctions in this unit, it is useful to understand how it works. The construction of the module is shown on figure 3:



	Mechanical	Electrical
Feed unit	<ul style="list-style-type: none"> • Pick-up roller • Feed roller • Separation pad • Aligning roller • Jam access cover 	<ul style="list-style-type: none"> • Drive motor • Transport clutch, *Feed clutch • Empty sensor • Aligning sensor • Size sensor • Feed-cover switch • ADF set switch
Transport unit	<ul style="list-style-type: none"> • Transport belt • Belt rollers • Belt holding rollers 	—
Exit unit (*Reversing unit)	<ul style="list-style-type: none"> • *Reversing roller • Exit roller • *Exit cover 	<ul style="list-style-type: none"> • Exit sensor • *Exit-cover switch
Tray	<ul style="list-style-type: none"> • Tray • Side guide • Fold-out holder 	—
Control section	—	• PC board
Other	<ul style="list-style-type: none"> • Cover • Hinges 	—

FRONT SECTION AND DRIVE SYSTEM DIAGRAMS

Front section diagram MR-3006 model:

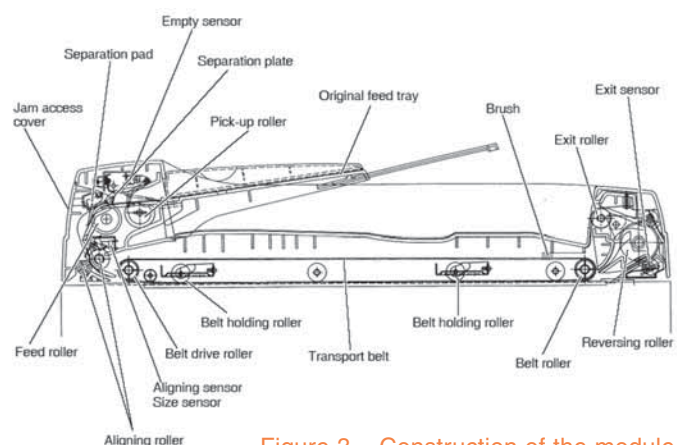


Figure 3 – Construction of the module

Front section diagram MR-2008 model differences:

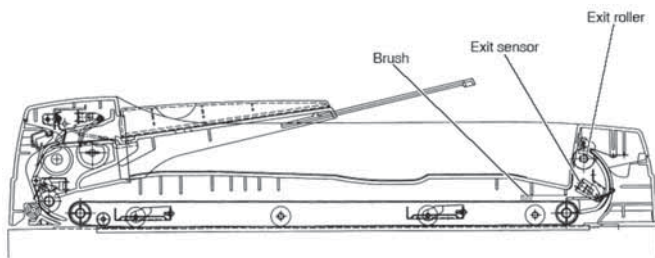
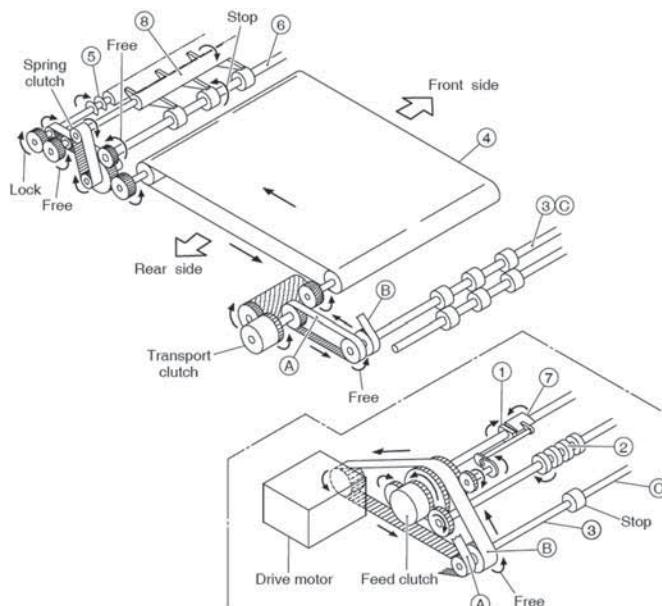


Figure 3 – Construction of the module continued

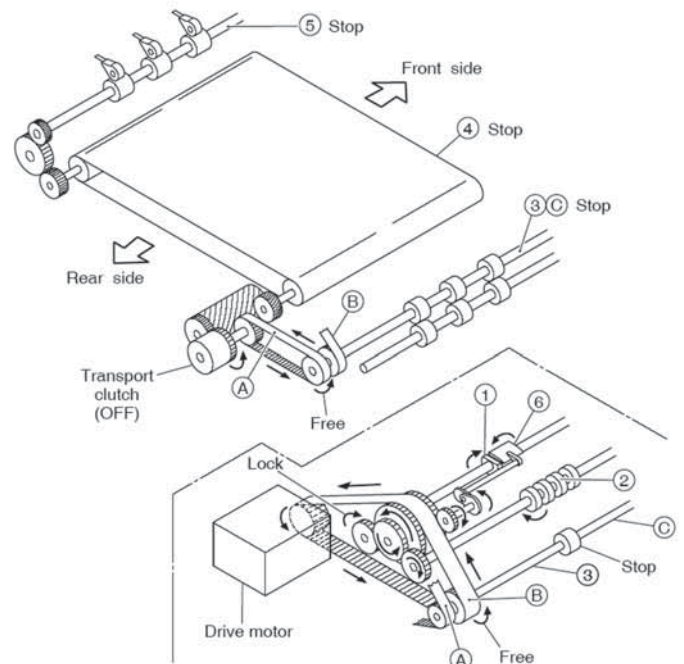
DRIVE SYSTEM DIAGRAM

1. Drive motor rotates clockwise (viewed from front side)
MR-3006:



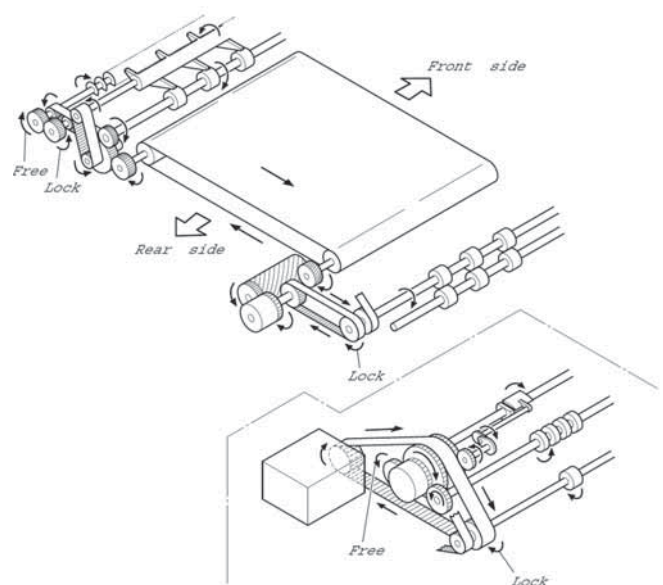
- | | |
|--|-------------------------------|
| ① Rotates in pick-up roller CCW direction. | : When feed clutch is ON |
| ② Rotates in feed roller CCW direction. | : When feed clutch is ON |
| ③ Aligning roller stops. | |
| ④ Rotates in transport belt CW direction. | : When transport clutch is ON |
| ⑤ Rotates in reversing roller CCW direction. | : When transport clutch is ON |
| ⑥ Exit roller stops. | |
| ⑦ Weight falls. | |
| ⑧ Flapper rises. | : When transport clutch is ON |

1. Drive motor rotates clockwise (viewed from front side)
MR-2008:



- ① Rotates in pick-up roller CCW direction.
- ② Rotates in feed roller CCW direction.
- ③ Aligning roller stops.
- ④ Transport belt stops.
- ⑤ Exit roller stops.
- ⑥ Weight falls.

2. Drive motor rotates counterclockwise (viewed from front side) MR-3006:

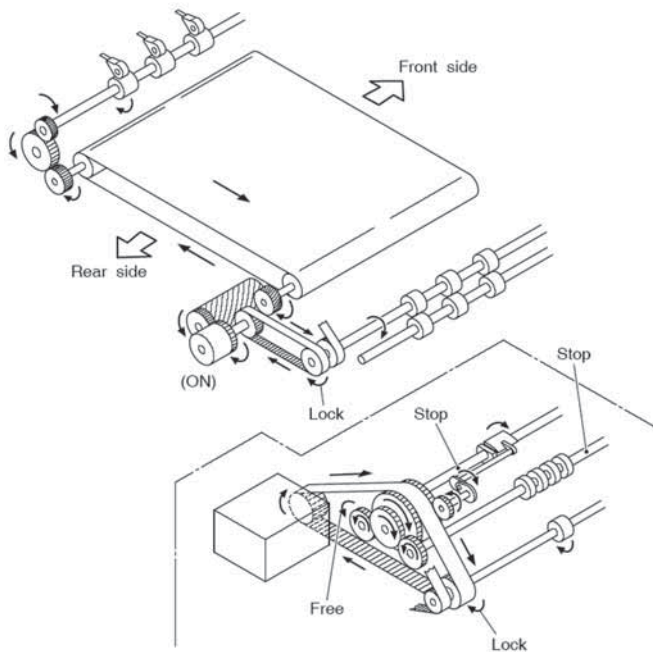


- ① Pick-up roller stops.
- ② Feed roller stops.
- ③ Rotates in aligning roller CCW direction.
- ④ Rotates in transport belt CCW direction. : When transport clutch is ON
- ⑤ Rotates in reversing roller CCW direction. : When transport clutch is ON
- ⑥ Rotates in exit roller CCW direction. : When transport clutch is ON
- ⑦ Weight rises.
- ⑧ Flapper falls. : When transport clutch is ON

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2. Drive motor rotates counterclockwise (viewed from front side) MR-2008:



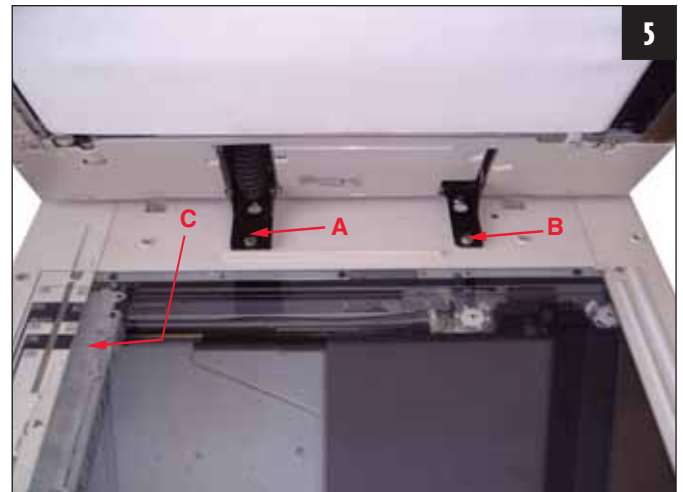
- ① Pick-up roller stops.
- ② Feed roller stops.
- ③ Rotates in aligning roller CCW direction.
- ④ Rotates in transport belt CCW direction.
- ⑤ Rotates in exit roller CCW direction.
- ⑥ Weight rises.

DISASSEMBLY AND ADJUSTMENTS:

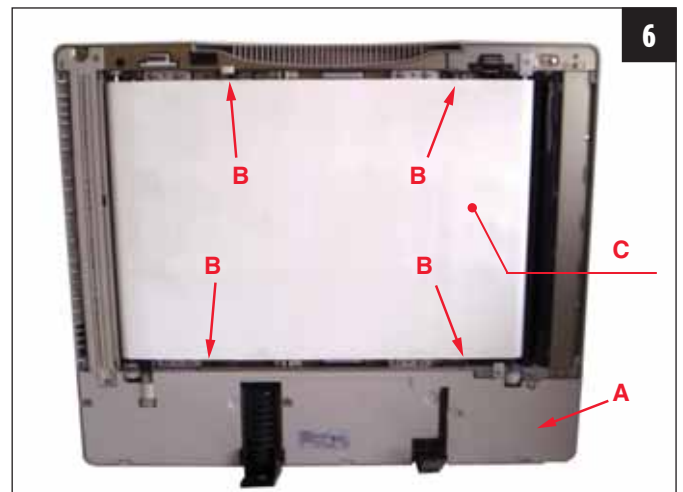
1. Slide the originals guides towards each other.
2. Remove screws A. See figure 4:



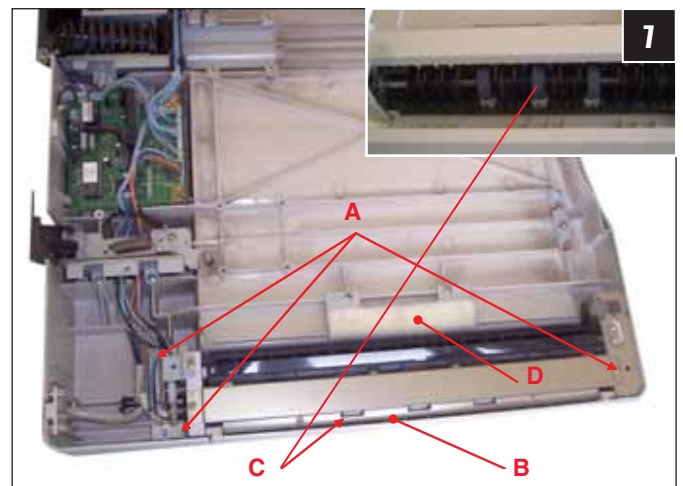
3. Lift the RADF. Remove screws A and B. Note the relative position of the smaller hinge to screw B. This is an important reference used for correcting image skew. Unplug the module's connector to the copier (located at the back of the machine). Remove the module in direction C. See figure 5:



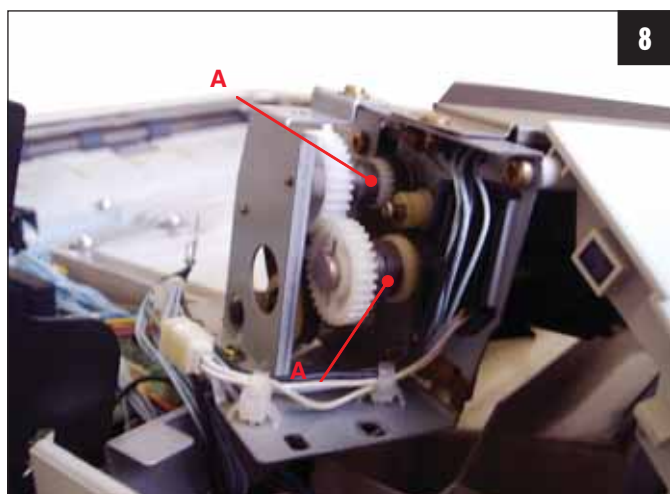
4. Remove the cover A by unscrewing three screws. Remove the four plastic clips B that hold the ADF's transport belt assembly C and remove it. See figure 6:



5. To remove the exit/reversing assembly remove screws A. Open the cover B and remove the entire assembly. Be careful with the wire connectors. You should remove the assembly only if you plan to make repairs on it. Otherwise open the cover B and clean the three transport tires C with rubber restoring fluid. Clean with vacuum cleaner the transport belt cleaning brush D. See figure 7:

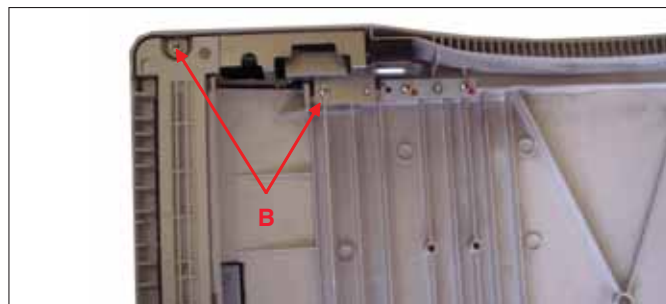
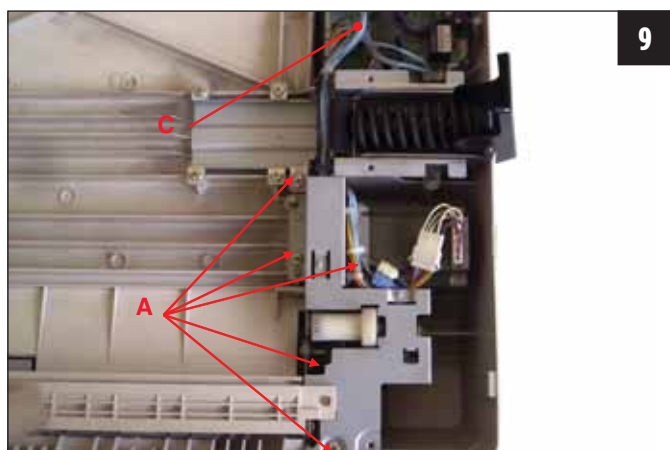


6. If you received a service call related with RADF/ADF original exit problems, you should remove the exit assembly. Follow the instructions in stage 5. If cleaning the exit rubber rollers doesn't solve the problem, look at the spring clutches A. They are responsible for the transport of the original in the exit direction and in the reverse direction when making double-sided copies. Often after a significant number of originals fed through the module, these spring clutches break. See figure 8:



7. If your clients complain that the ADF module doesn't stand in the open position and the copies are skewed and some times the originals even don't exit, causing paper jams, you should look at the main hinge of the module. It is made of a spring and a shock absorber inside. If the module doesn't stand open it indicates the absorber is worn. This causes the module not to close entirely on the original glass. The originals are not correctly transported onto the glass and thus the copy is skewed. The solution is to replace the entire hinge assembly. See figure 10.

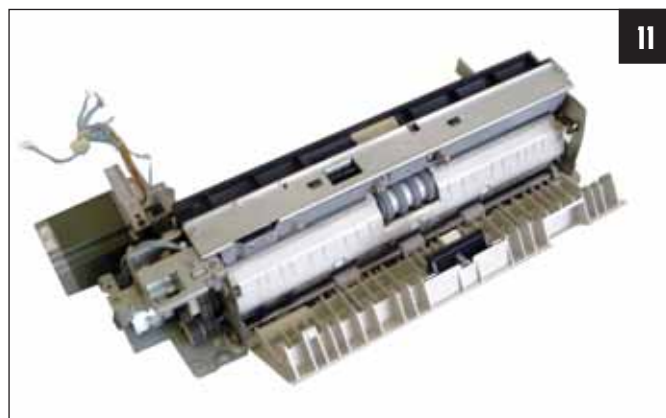
8. If you want to replace the pick-up, feed or separation tires in the ADF module, you should remove the entire feed assembly; otherwise only clean the feed rubber parts with rubber cleaning fluid. To remove the feed assembly remove screws A and B. Unplug the connectors C from the main board. See figure 9:



9. Open the left ADF cover and loosen the screw A. Figure 10.



10. Remove the feed assembly. If you are not sure how to disassemble it, consult the service manual, because it has a rather complicated mechanics. See figure 11:

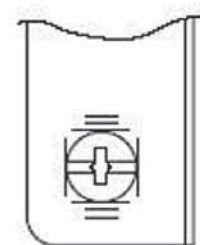


ADJUSTMENTS:

1. Adjustment of skew (image inclination):

(1) Please confirm the installation as shown (RIGHT HINGE).

Note: Install the screw on the center of scale.

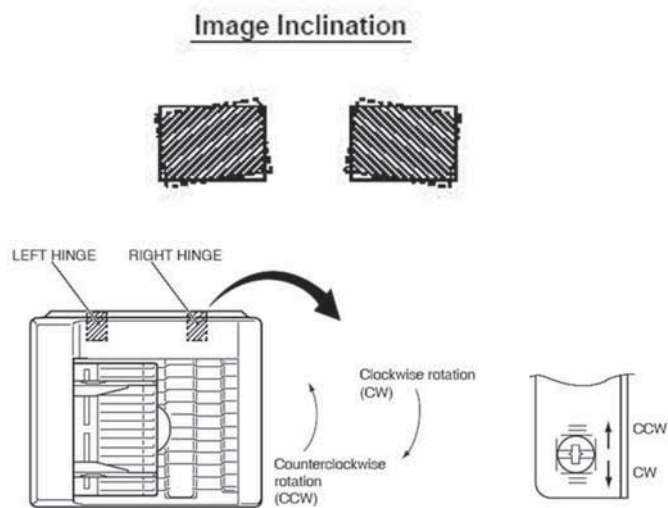


(2) Place the test original face up in the tray, press PRINT to make a copy.

Check that the copy isn't skew.

(3) If not, loosen the two screws on hinges and adjust the position of RIGHT HINGE. Repeat the procedure until the copy isn't skew.

Note: After the adjustment, tighten the two screws of LEFT and RIGHT HINGE without fail.



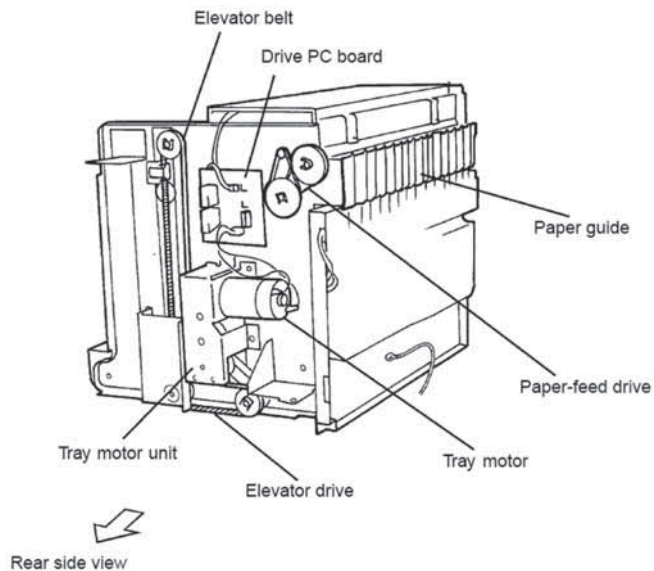
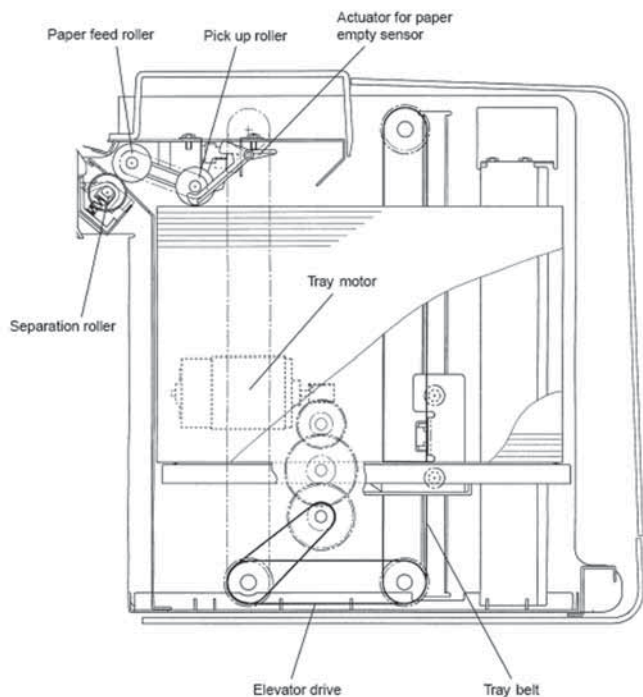
2. LARGE CAPACITY FEEDER (LCF) MP-1501

As far as my experience goes – this is a very reliable module. I’ve hardly ever made repairs on it, apart from the regular cleaning and repair of the pick up, feed and separation rollers.

Periodical maintenance and replaceable parts:

	Clean at 160,000 copies	Replace x 1000
Paper feed roller	A	160, Δ
Pick up roller	A	160, Δ
Separation roller	A	160, Δ

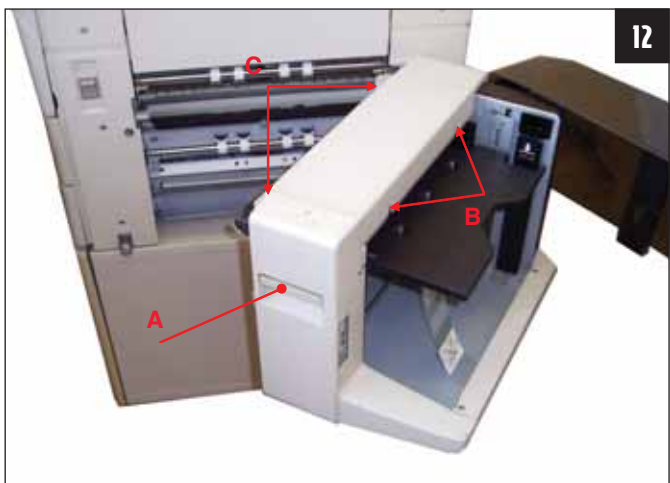
FRONT AND REAR SECTION DIAGRAMS



DISASSEMBLY AND ADJUSTMENTS:

If you plan only to perform a periodical maintenance of the module, you should open the LCF’s door while the tray is in the upper position and clean the bottom of the module with vacuum cleaner. Then close the door and press the tray-down button. When the tray is down open the front door and clean with rubber restoring fluid the pick-up, feed and separation rollers. Note: some times operators complain about frequent paper jams in the module, but the pick up and separation rollers are ok. You should look at the separation roller – often it wears unevenly. If the roller has a worn strip along its length, you should replace it. To replace the three feed rollers follow the instructions bellow.

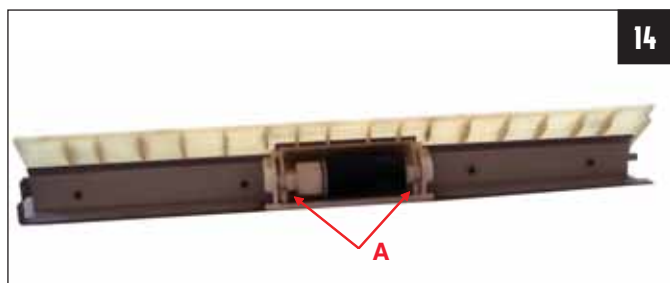
1. Press the tray-down button. Wait until the tray is in the lowest position. Lift the handle A and open the LCF. Open the front door too. Loosen screws B. Remove screws C. Remove the upper cover. See figure 12:



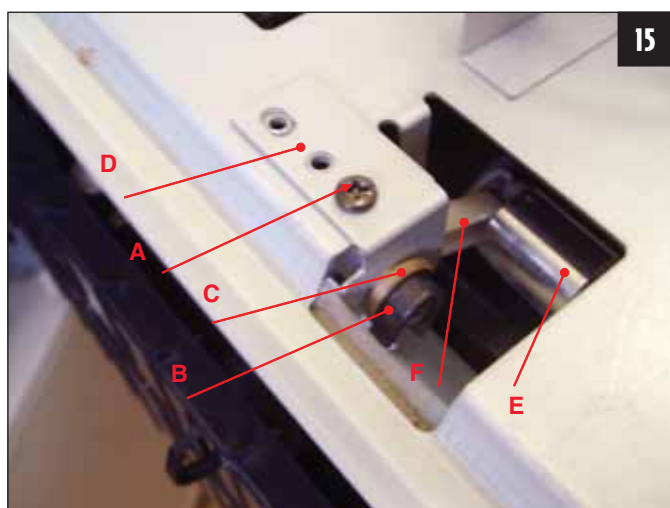
2. Remove screws A. Remove the separation roller plate in direction B. See figure 13.



3. To remove the separation roller push the assembly tabs A. See figure 14.



4. To remove the pick up and feed tires, remove one screw A, a plastic clip B, the bronze bushing C and the support plate D. Remove the cylindrical weight E from the pick up roller and pop out the shaft from the white lever F. You should be able now to pull out the pick up roller. Remove the white lever from the feed roller shaft. Pull out the feed roller. Note: pay attention to the orientation of the rollers. They have built-in one-way clutches and, if you change their orientation during assembly, the feed mechanism won't operate at all. See figure 15.



3. AUTOMATIC DUPLEXING UNIT – ADU

This is a very useful option for operators. I've maintained such units for years without even replacing the rubber feed



rollers. All they needed was a periodical cleaning with rubber restoring fluid.

How ever there are some underwater stones with these modules. First of all sometimes operators open too rough the two metal sheet transport plates and bend them. As a result the gap between them becomes too narrow or even disappears, causing paper jams. The other effect if that the sheet would stop in the middle of its path to the stack tray at the bottom of the module. This is caused again by the bent plates. They have two paper actuated transport sensors, which position has become too high and they cannot contact with the receiving led parts. The solution to these problems is to gently bend the plates to their original position.

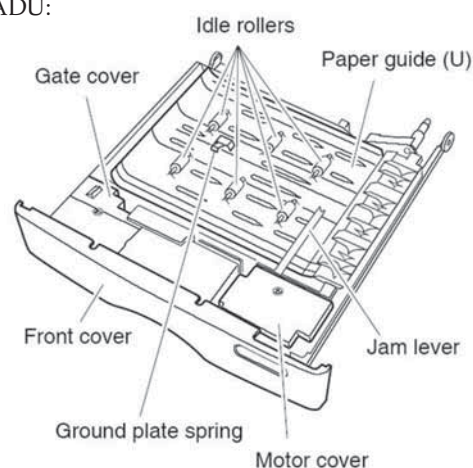
Another problem is paper jams, when the sheets enter the ADU, but fail to be picked up for copying on their back side. This is caused by a failed spring clutch, located at the back of the module. See Disassembly chapter. Bellow is the periodical maintenance list:

Periodical maintenance and replaceable parts

Area	Item to check	Clean at 160,000 copies	Lubricate None	Replace x 1,000	Check while on	Remarks
ADU	71. Pick-up roller	A		80, Δ		
	72. Feed roller (main)	A		80, Δ		
	73. Feed roller (sub)	A				
	74. Separation roller	A		80, Δ		
	75. Transport roller	A				
	76. Empty sensor	○				
	77. Jam sensor	○				
	78. Side guide sensor	○				
	79. End sensor	○				

Lubrication point: None

Structure of the ADU:



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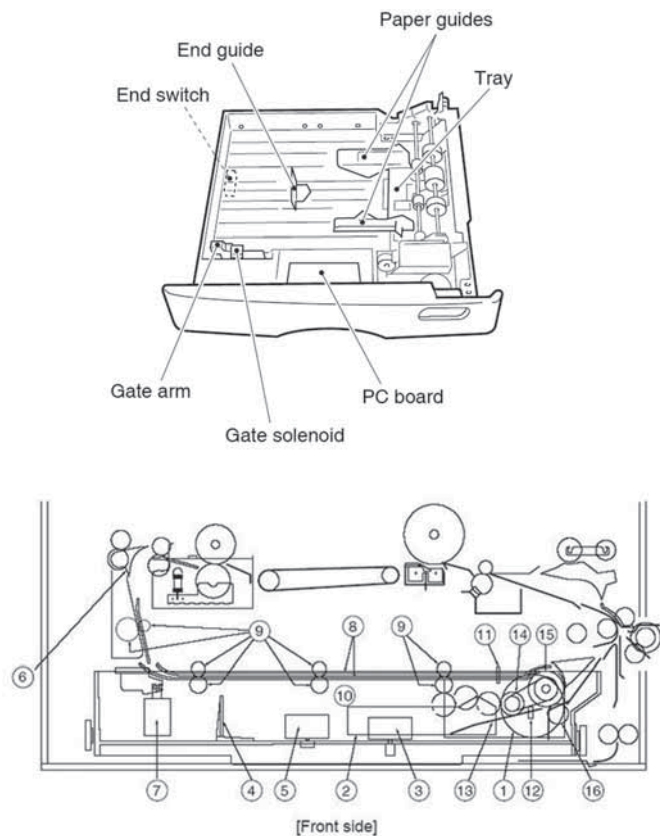
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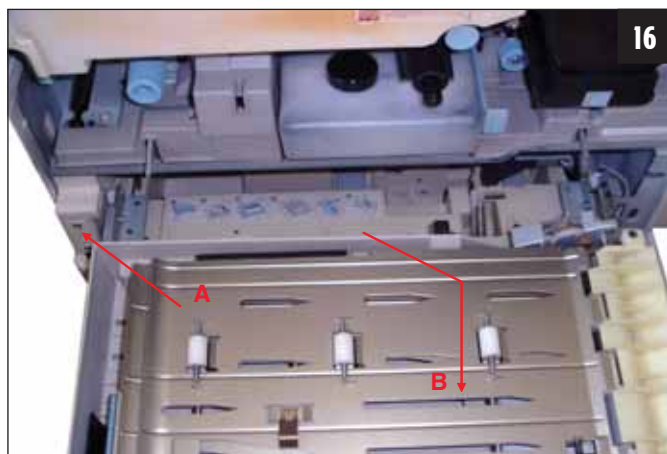
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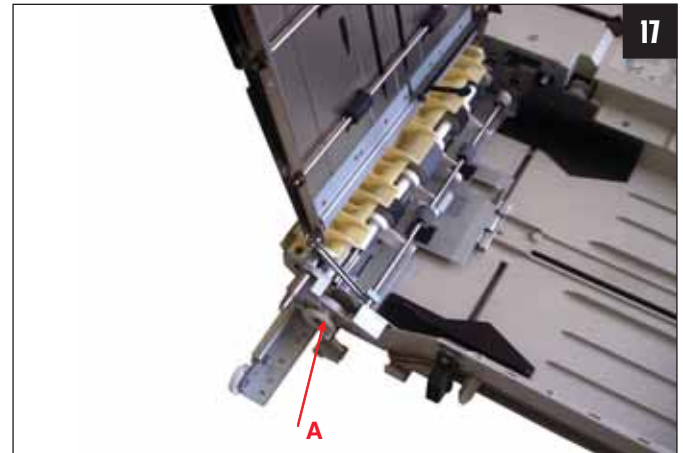
- | | |
|---------------------------|---------------------|
| ① ADU motor | ⑨ Transport roller |
| ② Side guide | ⑩ Stacking section |
| ③ Side motor | ⑪ Jam switch |
| ④ End guide | ⑫ Empty switch |
| ⑤ End motor | ⑬ Tray |
| ⑥ EXIT/ADU selection gate | ⑭ Pickup roller |
| ⑦ Gate solenoid | ⑮ Stack/feed roller |
| ⑧ Open guide | ⑯ Separation roller |

DISASSEMBLY AND ADJUSTMENTS:

1. Pull Out The ADU. Open the front cover of the copier and remove the two pins that hold it to the machine. Remove the cover. Remove screw A and the magnet plate with it. Lift the entire unit upwards and remove it from its rails in the copier (direction B). Place it on a work desk. See figure 16.



2. Carefully inspect the spring clutch A for damage. It is responsible for lifting up the plate with stacked sheets of paper as well as for the rotation of the pick up and feed rollers at the same time. Clean all rubber rollers with rubber restoring fluid. See figure 17.



4. SORTER MG-1003

This is a 10 bin sorter without stapler, but it is also the most reliable one. Basically sorters don't need so much technical attention, during exploitation. Their mechanical parts are made tough and hardly ever break if the module is used normally.



There are two defects that you may encounter servicing the sorter. In order to correctly understand their description and solution it is useful to know the construction of such unit.

BIN UP/DOWN MOVING MECHANISM:

Since this sorter is of a bin moving type, a bin designated moves to the paper transport position and copy sheets exit into the designated bin. The drive force of the bin moving motor is transmitted through a timing belt and gears to the spiral cam 1. At the same time, it is also transmitted through a drive shaft to the spiral cam 2. The bins are moved up or down by changing the rotation direction of the motor. The bins are stopped at the preset position by one-rotation detection sensor tab attached to the spiral cam 2.



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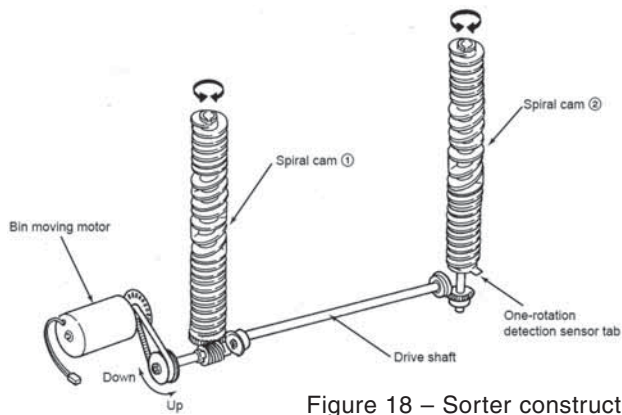


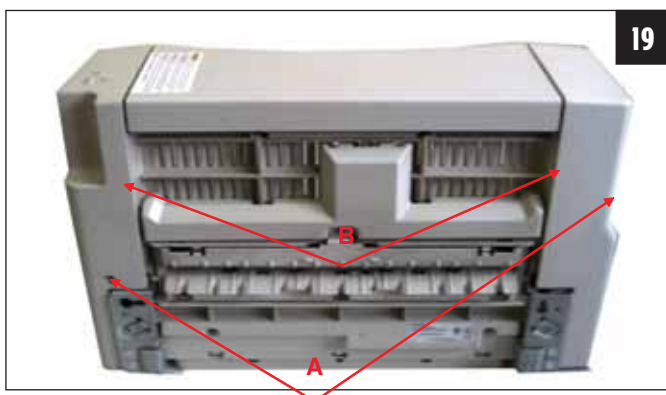
Figure 18 – Sorter construction

Sometimes, operators push the sorter's bins too hard. This leads to breaks in the guide rollers at the back of every bin, or in the sliders in front of each bin. The broken bin stands at an angle relative to the remaining horizontal bins. When the sorter attempts to lift the bin assembly the broken one creates tension and the drive mechanism slips. This, in turn, leads to misalignment in the drive shafts with cam grooves. The drive gears of the mechanism may break, or yet more bin rollers may break. This is the only serious trouble that sorters can experience. Advise the operators of sorters with angled bins not to use them until the misalignment is corrected. Generally the procedure is the same in every sorter model. It is described in the corresponding service manual, but the rule is: disengage the front from the rear drive cam-grooved shafts. Rotate them correspondingly so that the notch of each of them is in the right position. Maintaining this position engage the two shafts again. Make sure that all bins are horizontal and all bin guide rollers and sliders are correctly position one on top of the other. See figure 18.

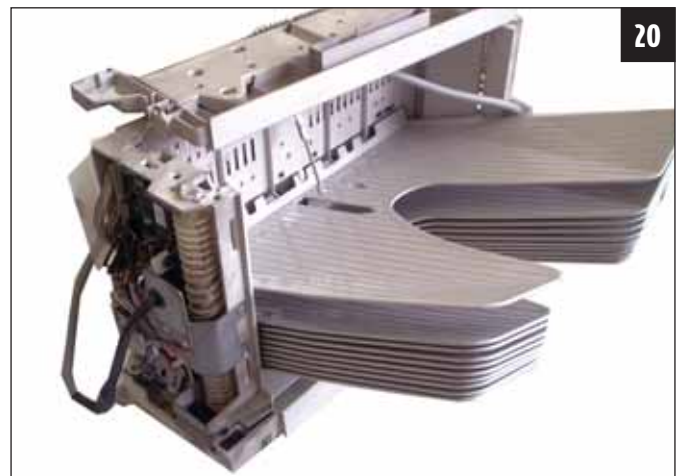
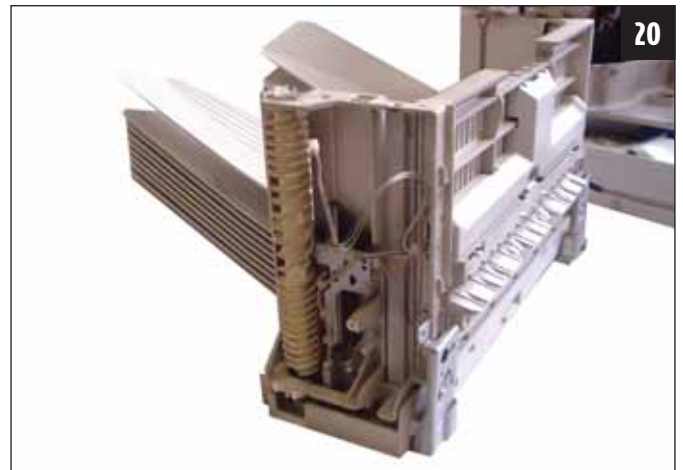
Another problem is that the sorter seems to think that it has paper in the bins and wants you to remove it, while there isn't any paper at all. This is caused by contamination of the optical sensor for paper in the sorter. It consists of a LED on top of the sorter and a receiver on the bottom. Clean the receiver and the problem is solved.

DISASSEMBLY OF THE SORTER:

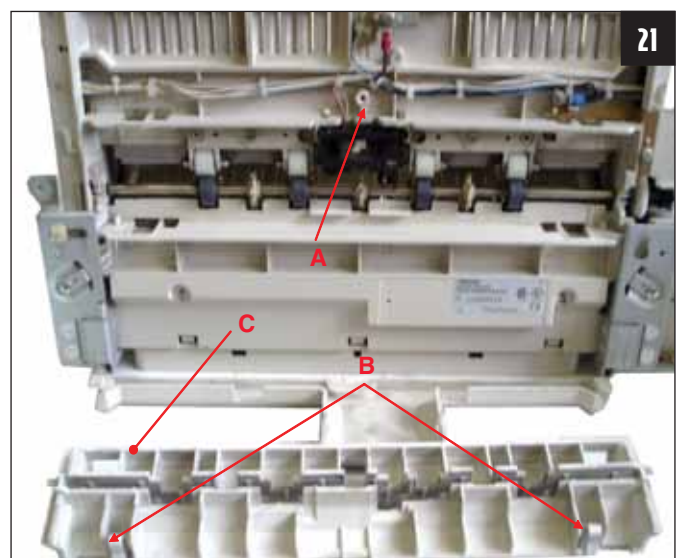
1. Detach the sorter from the copier. Place it on a desk. Remove screws A. Lift and then pry off the ends B of the side covers to remove them. After you have removed the side covers, push the tabs on each end of the top cover and remove it. Clean the optical sensor on the back of it. See figure 19.



2. Figure 20 shows the construction of the sorter viewed from the front and the rear. Apply white grease to the cam-grooved drive shafts. This is important for their fail-free operation.



3. To get access to the delivery entrance rollers and the paper exit sensor, remove screw A and the cover underneath. Push the two clips B and pull out the cover C. You can clean the exit rollers with rubber cleaning fluid and inspect the exit sensor. See figure 21.

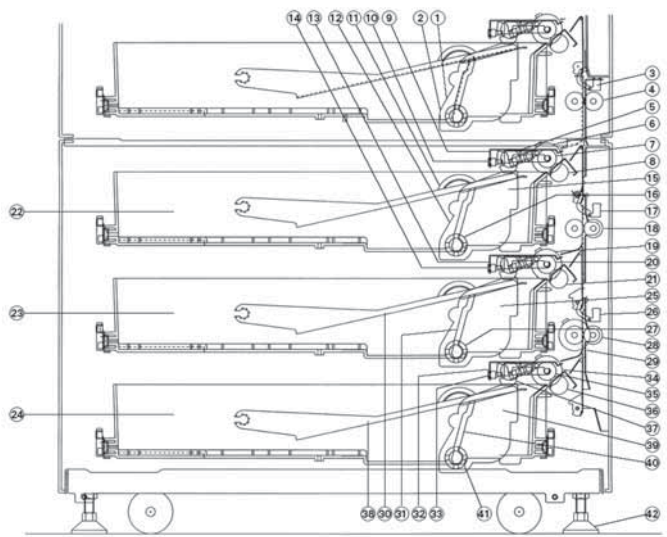


5. THREE PAPER TRAY PEDESTAL KD-2009

The role of the pedestal is pretty obvious. The construction of the module is very simple. It consists of 2 (model KD-1003) or 3 paper feed mechanisms, that are the same in construction. What's more – they are the same as the standard feed module, located in the copier.



The only maintenance needed for this module is to clean the feed rollers with rubber cleaning fluid and replace them when they are worn. The procedure for removing each module is the same as for the one inside the copier. It was reviewed in the previous article about Toshiba 2060/3560 and 4560 models. However it is useful to know the layout and construction of the pedestal. See figure 22:



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Symbol	Name
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2	EMP4-SW (S12)
3	Paper Stop Switch 3
4	Transport Roller 3
5	PFP-PICK-UP-ROLLER-1
6	FD3-CLT (L3)
7	PFP-FEED-ROLLER-1
8	PFP-SEPARATION-ROLLER-1
9	TUP3-SW (S8)
10	EMP3-SW (S11)
11	PFP-CST1-TRAY
12	PFP-ELEVATOR-1
13	TUP4-SW (S9)
14	EMP4-SW (S12)
15	TR3-MOT (M3)
16	PFP-ELEVATOR-COUPLING-1
17	PSTP4-SW (S3)
18	TRANS-4-ROLLER
19	FD4-CLT (CL3)
20	PFP-FEED-ROLLER-2
21	PFP-SEPARATION-ROLLER-2
22	PFP-CST-1
23	PFP-CST-2
24	PFP-CST-3
25	TR4-MOT (M4)
26	PSTP5-SW (S4)
27	PFP-ELEVATOR-COUPLING-2
28	TRANS-5-ROLLER
29	PFP-CLT (CL1)
30	PFP-CST2-TRAY
31	PFP-ELEVATOR-2
32	TUP5-SW (S10)
33	EMP5-SW (S13)
34	FD5-CLT (CL4)
35	PFP-FEED-ROLLER-3
36	PFP-SEPARATION-ROLLER-3
37	PFP-PICK-UP-ROLLER
38	PFP-CST3-TRAY
39	TR5-MOT (M4)
40	PFP-ELEVATOR-3
41	PFP-ELEVATOR-COUPLING-3
42	ADJUSTER

RCE

RechargEast Museum of Copiers

Flat Plate Copiers

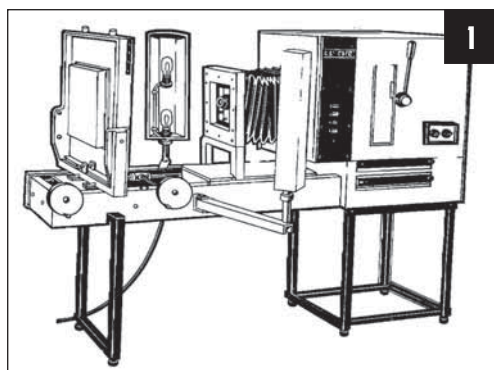
ALEXEY VOEVODIN

In the section "Museum of Copiers and Printers" RechargEast Magazine will get you familiar with the history of the development of copying and printing technologies. We will tell you about copying and printing systems, which were ancestors of today's printing and copying equipment. Despite the fact, that the majority of the described devices are out of date, we, at RechargEast, think that their history allows creating a new vision on today's and tomorrow's printing technologies. The Museum is presented and supported by Alexey Voevodin ("Alekhan") from Alekhan-Service, Kiev, Ukraine.

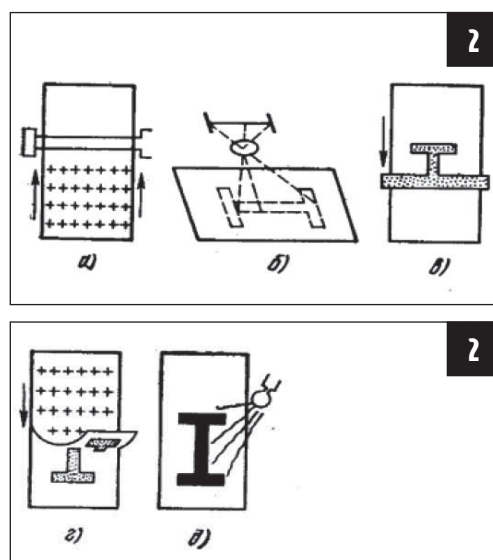
During the recent decades the market of copying and printing equipment is limitlessly dominated by rotating-drum devices. They took over all the spheres and reign there. But were there any other printing technologies, we might ask ourselves? In this edition of the magazine I will tell you about a special type of copying technology, called flat plate copying, which uses cascade development system.

First flat plate copiers were manufactured by the U.S.-based XEROX in 1950. Later, the UK RANK XEROX produced its Rank Xerox 1385 and the Polish PYLORIS-branded device using this technology came into being. In the USSR there were attempts made to reproduce a similar device from 1958. The first electrographic reproduction devices with horizontally positioned mechanisms were named ERA (ERA-1).

Here I would like to present a flat plate copying device in the face of EP-12PM2 model (made in the USSR) in Fig. 1:



The work principle of such devices is shown in Fig. 2.



- A. charge of photo layer
- B. exposure
- C. development
- D. image transfer on paper
- E. fixing

Electro photographic flat plate devices use flat metallic plate covered with a layer of photo conducting substance (selenium) as intermediary image carrier.

The main mechanisms of such a device is: the plate charging device, an optical camera for projecting copied image on the charged selenium plate, a device for developing the hidden electrostatic image and its transfer on another surface and a device for fixing the transferred electrostatic image.



Alexey Voevodin

Alexey Voevodin (Alekhan), company Alekhan-Service, Kiev, Ukraine, is a service engineer. Alexey has been in printing and copying business from 1989. He is known at a number of specialized technical Internet portals under the nickname "Alekhan".

Contact:

Email:
alekhan@rechargeast.com



Such flat plate copier made use of all technologic electro-photographic steps: charging, exposure of original, image development on the selenium plate, image transfer on paper, fixing of the image.

Why didn't these devices become popular? Their main inconvenience was the fact that they were low-yielding machines. The problem was that each new step would set in only after the previous ended and the whole copying cycle would be very long.

The copying process looked in the following way:

1. The original copy was fixed in the holder;
2. The light is on and the shutter of the objective is opened;
3. A matt glass is inserted into the processor instead of a cartridge;
4. By means of regulating bolts a focused image is produced on the matt glass;
5. The light is off and the shutter is closed;
6. With a charger the photo-conducting plate is charged;
7. The charged plate is put into the processor;
8. The cap of the cassette is removed;
9. The meter of photo exposure is established;
10. The controller of the meter switches on the light and opens the shutter;
11. The exposed cassette is taken from the processor and put into the tank with a coloring substance;
12. The image on the plate produced in this way by means of physical touch is transferred to paper;
13. The print of the image is fixed in acetone steam in a special sphere next to the copier.

To your surprise, a lot of these devices are in work condition even today. Here are some photos of a working device from the Institute of Conductors Physics of the Ukrainian Academy of Science. This device is fully functional and supplied with necessary consumables for a couple of years from now. **RCE**

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News from Eastern Europe:

CEE

----> **CartridgeLand / Russia**

■ New OPC Drums from Integral

CartridgeLand offers a new product from Integral, Germany. The company informs it has new OPC drums for Canon E 16 cartridges in availability. The drums are absolutely new revolutionary products on the aftermarket of printing supplies. The surface of the OPC drum has a special layer for better conductivity. This innovation reduces minimally the most frequent defect – black lines in printing. In order to achieve even better results the manufacturer recommends using the new product in combination with special grease. *CartridgeLand offers the new product and orders as well as demands for samples can be sent to the email cartridgeland@yandex.ru, or fax: +7 (863) 223-88-50.*

CEE

----> **Teko / Russia**

■ Teko is One of the Leaders in Kyocera Mita Sales

Las Vegas, USA, hosted a meeting of Kyocera Mita partners between June 2 and 4, 2008. The CIS and Russia as well as Africa and Middle East countries partners of the manufacturer took part in this significant event. During the meeting the results of the last financial year were announced. Besides it, plans, perspectives and trends of the printing industry were also discussed.

At the meeting valuable awards were given to the best sellers. The Russian company Teko was announced the second for sales volumes amongst CIS distributors and it became a member of the "millionaire" club having reached the sales turnover of over 1 million euro.

www.teko.ru

CEE

----> **Blackpoint / Poland**

■ High Quality of Black Point Products Proved

It's for one more time that the high quality of Black Point products was proved in practice. The Polytechnic University of Wroclaw, Poland, made a number of experimental tests with Brother and Canon ink cartridges. During the tests were used compatible ink cartridges Black Point (BPBLC970Bk, BPBLC970C, BPBLC970M и BPBLC970Y for Brother and BPC40 and BPC41 for Canon).

According to the test results, it was proved that the printing quality as well as the number of copies printed was at the level of original cartridges. In case of Brother LC970Y cartridge, the number of prints made on a Black Point cartridge was higher by three times than on a similar OEM cartridge.

www.blackpoint.pl

CEE

----> **Gest / Russia**

■ New Refilling Machines

Gest, Russia, present new equipment for cartridge remanufacturing – cleaning stations, vacuums, filling machines. The equipment is supposed for equipping refilling shops and cartridge recharging centers. All machines are used in 220V/50Hz power networks.



- GT-TC800 toner cleaning machine, "Business-class"
- No need for extra-ventilation device
- HEPA-filtering
- Vertical stand
- Automatic filter cleaning
- Anti-static system
- Filtration and regulation air compression system
- 25 kg tank
- Cable, pipes included.



- Vacuum
- Power: 20 kpa
- Cleaning: 99.97%
- Toner tank of 15 kg
- Cleaning of filter and its re-use.



- GT-RB100 filling machine
- Filling of toner of up to 20kg
- Electronic balance
- Optimal filling speed



- GT-RB150 filling machine
- Filling of toner of up to 20kg
- Electronic balance
- Optimal filling speed
- 16 toner bottles included.


www.gest.ru

CEE

----> **Bulat Group / Russia**

■ Bulat Toner for KYOCERA

Bulat Group announced the release of the company-branded toner FS 1030 (TK 120) for Kyocera printers. The toner is sold in 300g Bulat bottles.

www.bulatgroup.ru

News from Eastern Europe:

CEE

----> Ecotoner / Czech Republic

Ecotoner Celebrates its Owner's Jubilee

All printing industry specialists from Eastern Europe and especially from Czech Republic will be surprised to know that one of the most extravagant and talented managers of the local recycling industry, Ing. Josef Mitoshinka, also known to his friends as Pepa, turned 50 on June 26, 2008.

Despite the fact that Pepa looks 30, he is now 50. Pepa invited exactly 50 friends to celebrate his jubilee. RechargeEast Magazine was also invited to take part in the birthday party, which took place on a nice ship on the Valtava river. As usually in Pepa's style, the whole event was planned to the smallest detail: from the first cup of champagne to the presents' part. Speeches, dances and good mood were proofs to tell how much Pepa means to his colleagues.

Pepa's background:

Ing. Josef Mitoshinka has a degree in aviation and telecommunication engineering. 16 years ago he founded Ecotoner, Czech Republic, one of the first companies at the local market of imaging supplies. Since the very foundation of his company, Josef has managed to build the leading company on the local aftermarket of printing supplies. The company has 6 offices in the country and a branch in Benin, Africa.

Besides business, Ing. Josef Mitoshinka is keen on art and, especially, theater. As Josef says, his brain is in business, but his heart is set on theater. Twice a week Pepa organizes theatrical performances, in which he also takes part.

His company is also one of the sponsors of the local zoo. Zebra is the company's logo.

Pepa is also a proud father of three daughters.

If you ask when he has time for all these, you are not the only one to do so.

On behalf of the entire team of RechargeEast Magazine, we congratulate Pepa on his jubilee and wish him plenty of achievements.

www.ecotoner.cz | www.rechargeeast.com



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CEE

----> WWM / Ukraine

Compatible Ink Cartridges ROCOLOR

Worldwide Manufacturing, E.D. expanded its range of inexpensive compatible ink cartridges with Procolor products. These products have a number of advantages including high quality and easiness in use.

PROCOLOR™
PROFESSIONAL COLOR INK SYSTEM



The new cartridges are manufactured by the Hong Kong-based Pro Color Technology Ltd., whose production base comprises 3 plants with 8 production lines. The good reputation of the company is reinforced by constant improvement and introduction of new technology in the process of manufacturing compatible cartridges. All products of the company undergo ISO 9001 standardization accepted in Europe.

www.wwm.ua

CEE

----> WWM / Ukraine

WWM Inks in New Bottles

Worldwide Manufacturing, E.D., Ukraine, started offering its inks in newly-designed bottles from May'08. Now the inks are bottled in transparent 200g bottles. Inks for CISS and refill kits are bottled in 100g bottles.

The new bottles have a new label, designed to meet customers' demands. The company informs that old-designed bottles will be in circulation along with the new ones for a certain period.



www.wwm.ua

CEE

----> WWM / Ukraine

WWM's Showroom in Moscow

WWM opened a showroom in Moscow. In the showroom the company offers to Russian customers inks, CISS, paper and inkjet cartridges. Local customers are also offered various services regarding cartridge refilling.

The work hours: Tue-Sat - 12:00 - 21:00

Address: Moscow, Russia, Hypermarket Sunrise-Pro
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Fax: 027-84452915

E-mail: manager@pointrole.com

E-mail: wuhancity1972@163.com

Website: www.pointrole.com

WORLD

----> **Atlantis Mediterraneo | FRANCE**

■ Toner for use in Konica Minolta Bizhub C350, C351, C450

One of the bizhub Konica Minolta Bizhub C350's differentiating features from many competing devices is its use of a tandem printing process versus a single central drum design. By using the tandem process, which uses four LED imaging units aligned in a row, and requires only a single pass of the document over the imaging units, the bizhub C350 does not suffer the up to 75 percent slowdown during color printing that plagues single central drum systems.

In addition, since color documents only pass through the device once versus four times, imaging drum yields are not affected by the split between monochrome and color workloads. Atlantis' cartridges contain 230 grams of toner and they are completely forward and reverse compatible with the OEM toners and guarantee consistently excellent image quality, increased profitability and lower cost per copy.

Yield per cartridge: 11 500 (5% coverage).

OEM Reference: TN 310K/4053403, TN 310C/4053703, TN 310M/4053603, TN 310Y/4053503

Available 15th of May, 2008.

www.atlantis-med.fr

WORLD

----> **Atlantis Mediterraneo | FRANCE**

■ Toner for use in: Canon iR C2880 / iR C2880i / iR C3380 / iR C3380i - CEXV21

The iRC2880i delivers on all counts. It's a compact, multifunctional printer that's ideal for busy office environments, helping you print, copy, fax, scan and send in top-quality color with professional finishing options. Auto Color Sensing (ACS) means that the device automatically detects which pages contain color, and then prints them accordingly. So, when color isn't required, you pay only for black and white prints. With powerful finishing options you can fold documents, hole punch and even create your own color booklets!

The compatible replacement cartridges from Atlantis are particularly engineered to achieve the maximum standards of reliability and yields that meet OEM standards and offer high-quality printing results. Manufactured brand new under ISO 9001 quality management with 100% new components, they are a cost efficient alternative.

Yield: Bk ctg 25 000, CMY Hi-Capacity 17 000 (5% coverage)

OEM Reference: 0452B002, 0453B002, 0454B002, 0455B002

Available 15th of May 2008

www.atlantis-med.fr

WORLD

----> **Faroudja Toner | USA**

■ Faroudja Introduces Bulk Toner for the HP 5500

Faroudja Toner now carries toner in 10 kilogram bags for the HP 5500. "This is a very nice toner, and we've been selling a lot of the bottles," explained president Phil Faroudja. "The bulk bags are a good option if you recycle a lot, and they are available at a very reasonable price." Faroudja stocks smartchips for the HP 5500 cartridges as well, and drums and doctor blades are also available.

Faroudja Toner, in San Carlos, California, additionally stocks color toner for Lexmark, Minolta QMS, Xerox Phaser and supplies a wide range of parts and recharging tools.



www.faroudjatoner.com

WORLD

----> **Jadi Imaging | MALAYSIA**

■ Jadi Imaging to Expand Color Toner Production

KUALA LUMPUR, MALAYSIA, - The Jadi Imaging Group of Malaysia, one of the biggest independent toner manufacturers in the world, is pleased to announce that the Group will expand its annual production capacity of color toner by an additional 400 tonnes when its new color toner production line commences production in July 2008 in Malaysia.

The new production line which also uses the conventional pulverization process will also be dedicated exclusively to the production of color toners only. Currently, the Group operates one color toner production line in Malaysia with an annual production capacity of 80 tonnes. To-date, the Group has developed, formulated and launched the full range of color toners that are compatible for use in the Samsung 500 and 300 series of printers, Samsung CLX-3160FN multi-function printer and HP Color Laser Jet 2600 and CP 3505 series of printers.

The Group has five production lines producing black toner with an annual production capacity of over 5,000 tonnes in its manufacturing facilities in Malaysia and China. In addition, as part of its on-going research and development programme to develop new products, the Group is conducting joint R&D on chemically produced toner (CPT) in collaboration with the Chemistry Department of the University of Malaya, the premier university in Malaysia.



KANTE ZK s.r.o. is a wholesale supplier of OEM and compatible imaging supplies for all brand office printing equipment.

The company offers:

- *toner and toner cartridges for copiers and printers*
- *inkjet cartridges and ribbon for facsimile machines*
- *color ribbon for dot matrix printers and typing machines*
- *spare parts for office printing equipment*
- *spare parts for remanufacturing and recycling of laser and inkjet cartridges*
- *sublimation ink and toner for printers*
- *equipment for cartridge remanufacturing and recharging*

TONERS



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EQUIPMENT



The Jadi Imaging Group is an independent toner manufacturer which develops, formulates and manufactures toners for laser printers, photocopiers, facsimile machines and multi-function office equipment. It is the sole toner manufacturer in Malaysia and multi-function office equipment. It is the sole toner manufacturer in Malaysia and the biggest in Southeast Asia. The Group has manufacturing operations in Malaysia and China and is headquartered in the suburbs of Kuala Lumpur, Malaysia where its main manufacturing and R&D facility is located. The parent company of the Group, Jadi Imaging Holdings Berhad, is listed on Bursa Malaysia Securities Berhad, the Malaysian stock exchange.

www.jadi.com.my

WORLD

----> **Jadi Imaging | MALAYSIA**

Jadi Imaging Commences Construction of China Factory

KUALA LUMPUR, MALAYSIA, - The Jadi Imaging Group of Malaysia, one of the biggest independent toner manufacturers in the world, is pleased to announce that it has commenced construction of its new factory in the Suzhou Industrial Park, China. Construction is expected to be completed by early next year.

The new factory will provide a manufacturing area of 59,000 sq.ft., about twice the size of its present leased facility which is also located in the Suzhou Industrial Park. The Group acquired the land measuring 191,500 sq. ft. for the factory in 2007 to meet its future expansion plans in China.

"The construction of our China factory marks a key milestone in our business expansion plans in China and testifies to our confidence in the Chinese economy and the huge growth potential of the Chinese market for toner" said Liew Kim Siong, Jadi Imaging's Executive Chairman and Group Chief Executive Officer.

www.jadi.com.my

WORLD

----> **Katun | USA**

Katun Corporation Introduces Katun® Performance™ Color Toners for Use in Ricoh Aficio 3224C/3232C Color Digital Copier/Printers

Dealers can increase profitability and cost-per-copy competitiveness while maintaining excellent image quality

MINNEAPOLIS -- (June, 2008) -- Katun Corporation, the world's leading alternative supplier to the office equipment industry, is proud to introduce Katun Performance color toner

for use in Ricoh Aficio 3224C/3232C color digital copier/printers. These Katun Performance toners will increase dealer competitiveness when bidding on new, tight margin, cost-per-copy contracts.

"We are very pleased with the product testing results we saw in our Research and Development laboratory," says Robert H. Moore, vice president of product development. "Not only are these toners OEM-equivalent in yield, toner adhesion, resolution, and other critical performance areas, they provide consistent image density that meets or exceeds OEM toner performance in high humidity/high temperature and low humidity/low temperature environments. In addition, these toners have been thoroughly tested to ensure that they are completely forward and reverse compatible with the OEM toners. Users can easily install these toner cartridges after OEM toner has been used with no degradation of print/copy quality."



Katun Performance products undergo rigorous and thorough application-specific testing in Katun's state-of-the-art Research and Development center. In this STMC-certified facility, skilled technicians perform a wide range of diagnostic testing and detailed expert analysis to ensure that Katun products deliver consistent performance, reliability and OEM compatibility. These products are backed by Katun's 360-degree quality certification and represent the best overall value available. This certification ensures the overall quality of the toner, providing industry-leading performance and significant savings.

As with all Katun products, Katun Performance color toner for use in Ricoh Aficio 3224C/3232C color DC/PS may be ordered via the Katun Online Catalogue -- Katun's one-stop Internet resource that allows registered customers to locate and order thousands of Katun products while accessing real-time information about their orders and accounts.

About Katun Corporation

Headquartered in Minneapolis, Katun Corporation is the world's leading supplier of OEM-compatible imaging supplies, photoreceptors, fuser rollers, parts and other select products and services for the office equipment industry. With nearly three decades of expertise, Katun now serves more than 19,000 customers in more than 170 countries. For more information, or to access the Katun Online Catalogue, visit Katun online at www.katun.com.

www.katun.com

WORLD

----> Katun / USA

New Katun® Performance™ Color and Monochrome Toners Now Available for Several Popular Konica Minolta Digital Copier/Printers

Katun Performance toners provide outstanding image quality and cost savings for Konica Minolta bizhub C250/C252 color applications as well as Konica Minolta bizhub 600/750 monochrome machines

MINNEAPOLIS -- (June 2008) -- Katun Corporation, the world's leading alternative supplier to the office equipment industry, is proud to introduce Katun Performance color toners for use in Konica Minolta bizhub C250/C252 color digital copier/printers, as well as monochrome toners for use in Konica Minolta bizhub 600/750 applications. Both Katun Performance toner products will help dealers maintain high levels of customer satisfaction while significantly lowering their costs.

"We're very excited to introduce both of these high-quality products to Konica Minolta dealers," says Joseph C. Wagner, vice president of marketing. "Our recently introduced color toners for Konica Minolta C350-series machines have been extremely well received worldwide. We're confident that both of these new products – especially our color toners for use in C250/C252 machines – will be equally well received, due to the combination of high quality and significant cost savings."



The Katun Performance monochrome toner for use in Konica Minolta bizhub 600/750 applications will provide dealers with a lower cost-per-copy, enabling them to be more competitive when bidding on new business. According to Robert H. Moore, vice president of product development, "These toners provide OEM-equivalent performance. They've been rigorously tested to match Konica Minolta toner attributes in numerous areas, including image density, half-tone reproduction, background imaging, print/copy yields and toner adhesion/fusing performance. The only noticeable difference between our toner and the OEM toner is the cost."



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- Apply to wet or dry nozzle plate
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- Transparent see through seal
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Web: lidfactory.com
E-mail: info@lidfactory.com
Voice/Fax: 805 995-2628

As with all Katun Performance toners, these toners have been thoroughly tested to ensure complete forward and reverse compatibility with Konica Minolta toners. End-users can easily install these toner cartridges after OEM toner has been used, and avoid degradation of print/copy quality. Katun Performance color toners for use in Konica Minolta bizhub machines may be ordered via the Katun Online Catalogue -- Katun's one-stop Internet resource that allows registered customers to locate and order thousands of Katun products while accessing real-time information about their orders and accounts.

www.katun.com

WORLD

----> MSE / USA

MSE Expands Brother Compatible Lineup with Two Products

Van Nuys, California – Micro Solutions Enterprises (MSE), the industry leader for quality compatibles, expands Brother product mix to include TN350 and TN570 compatibles.

The MSE compatible is fully compatible with all Brother machines including DCP-7020, IntelliFax-2820, IntelliFax-2910, IntelliFax-2920, HL-2040, HL-2070N, MFC-7220, MFC-7225N, MFC-7420, MFC-7820N models and the MSE high-yield TN570 is compatible with more than 12 models including DCP-8040, DCP-8045D, HL-5140, HL-5150D, HL-5150DLT, HL-5170DN, HL-5170DNLT, MFC-8120, MFC-8220, MFC-8440, MFC-8640D, MFC-8840D, MFC-8840DN. Both products are manufactured in the USA at MSE's US Manufacturing Facility in Van Nuys, CA. According to Yoel Wazana, President of MSE, "Our clients are always looking for high-quality Brother compatibles and other niche products. Not until now have these component combinations passed our stringent criteria in research and development. The expanding Brother line is a part of MSE's commitment to become a total solution for resellers looking for award winning, high-quality American made products."



Micro Solutions Enterprises (MSE) is an STMC Compliant Company utilizing ISO 19752 quality testing along with patented technologies to manufacture a full line of high-quality compatible toner cartridges, MICR toner cartridges, inkjets and thermal transfer ribbons. MSE's manufacturing capacity exceeds 300,000 toners and 500,000 inkjet cartridges

per month. The company owns and operates 285,000 square feet in California and Pennsylvania as well as additional distribution facilities in Canada, the Netherlands, Brazil and Israel. MSE offers full solutions for outsourcing, private labeling, private packaging, and blind drop shipping. The company also offers award-winning sales training, marketing materials and additional value-added services.

www.mse.com

WORLD

----> MSE / USA

MSE Releases HP 5200/M5025MFP Universal Compatible Cartridge

Micro Solutions Enterprises (MSE), the industry leader for quality compatibles, now offers a universal compatible cartridge to replace both the HP Q7516A and Q7570A.

MSE's universal HP 5200 yields an average of 15,000 prints at five percent coverage and is compatible with the HP LaserJet 5200 series (5200, 5200dtn, 5200tn) as well as the HP LaserJet M5025 MFP and M5035 series (M5035 MFP, M5035x MFP, M5035xs MFP) of printers. "MSE universal cartridges are just another way we help our dealers," said Avi Wazana CEO.

"Our Dealers tell us many companies printing on tabloid with LaserJet 5200 series printer also have



LaserJet M5025 series MFPs. Now these companies have a high-quality, single cartridge solution vs. two from HP."

Micro Solutions Enterprises (MSE) is an STMC Compliant Company utilizing ISO 19752 quality testing along with patented technologies to manufacture a full line of high-quality compatible toner cartridges, MICR toner cartridges, inkjets and thermal transfer ribbons. MSE's manufacturing capacity exceeds 300,000 toners and 500,000 inkjet cartridges per month. The company owns and operates 285,000 square feet in California and Pennsylvania as well as additional distribution facilities in Canada, the Netherlands, Brazil and Israel. MSE offers full solutions for outsourcing, private labeling, private packaging, and blind drop shipping. The company also offers award-winning sales training, marketing materials and additional value-added services.

www.mse.com

WORLD

----> Oasis Imaging | Netherlands

■ New Seal for the Q7551A/X

Latest HP P3005 Foam Seal

With Oasis' introduction of products for the HP LaserJet P3005 Cartridge, there has been a growing demand for a reliable seal for remanufacturing these cartridges. Oasis' Product Development team, working in conjunction with our vendors were able to develop a dependable sealing process for customers that would enable them to ship to end-users.



The HP P3005 Foam Gasket Seal (#P3SL90) can be used with a combination of clips (#P3HC10, #P3HC178 & #H4HC10) and side rail foams (#WXFM11) to provide a cost effective method of resealing this cartridge. This new seal is composed of the foam gasket, with a ribbon type seal and comes with a red plastic clip on tab for ease of use. This new seal (#P3SL90) can also be utilized to reseal the HP 2420 (#Q6511A/X) cartridge.

Instructions on how to use this seal in the remanufacturing process have been posted online under Technical\ Cartridge Instructions at the Oasis web-site. Please feel free to visit www.oasis-imaging.com. To order, or for more information about replacement products offered by Oasis for the HP family of printers, contact your Oasis office at +31 24 3882233.

www.oasis-imaging.nl

WORLD

----> Oasis Imaging | Netherlands

■ Oasis Releases Products for the HP M5025/5035mfp Series

Latest HP Network Multifunction Printer

Wijchen, The Netherlands – HP continues their dominance on the market with their introduction of the HP LaserJet M5025 MFP. This continues the trend of providing an overlap of devices that provide multiple printers that meet the needs of the large work group and medium size office configurations. This MFP has 25 to 35 ppm capability, with scanning and fax capabilities and duplexing features on the M5035X models.



Oasis released the HP M5025 Toner (Oasis part # 52TN10700) to meet the needs of this growing market. The new Oasis M5025 Toner when coupled with the Sierra OPC Drum (Oasis part # 52DR2150) has proved to be a fantastic combination providing an "Excellent" evaluation on Character Fill, Printer Offset, Resolution and the Over-All Rating during print testing in our Memphis facility.

Since the HP M5025mfp and M5035mfp Series of machines utilize the same engine as the HP 5200, all of the products that Oasis has previously released for the HP 5200 work in the M5025mfp Series of printers. A full listing of products available can be found at our web-site.

+ 31 24 3882233 | www.oasis-imaging.nl

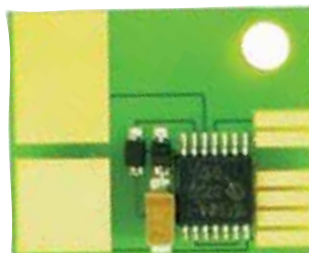
WORLD

----> Oasis Imaging | Netherlands

■ Universal Lexmark Replacement Chips

Lexmark E250/350/450 and Dell 1720

Wijchen, The Netherlands – Oasis Imaging Products, has released the latest in the line of chips for the Lexmark E250/350/450 family of printers. All of these Universal Lexmark Chips can be used in any of the printers regardless of the latest firmware. Oasis has released part# LMCHE250, LMCHE350 and the LMCHE450. These chips can be used in any of the Lexmark E250/350/450 family of printers as well as the Dell 1720, IBM Infoprint 1601/1602/1612/1622 series and the Toshiba e-Studio 350P printer.



These chips can utilized with Oasis brand toner L5TN10140 with additional gram loads of 140g, 250g and 290g for the 3.500, 9.000 and 11.000 page yields. Testing has demonstrated OEM like page yields as well as a very good overall print quality.

For a complete list of products available from Oasis, go to www.oasis-imaging.com and select the "Online Product Guide," then select the "Lexmark E250" engine family.

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WORLD

----> Static Control | UK

■ Static Control Qualifies Samsung® ML-3051 Toner, Drum and Wiper Blade for Use in Samsung® ML-3471 Cartridges

Sanford, NC -- Static Control's recent qualification of the Samsung® ML-3051 toners, drum and wiper blade for use in the Samsung® ML-3471, allows remanufacturers to quickly and easily incorporate these cartridges into their business. This system has been fully tested and offers excellent print performance. The ML-3471 cartridge has a higher page count than the ML-3051 cartridge. To accommodate the extra pages a new fill weight (260g) has been added to Static Control's product offering. The new fill weight will be used for both the ML-3051 (8k) and ML-3471 (10k).

Performance Data:

Samsung® ML-3471

	Image Density	Usage
Static Control*	1.47	24.6
OEM	1.43	23.3

* Tested using Static Control's toner (TRS3051-260B-OS), drum (DRSAM3051) and wiper blade (SAM3051BLADE).

While cartridges for these printers are physically the same they require dedicated chips. The Samsung® ML-3471 requires Static Control's dedicated chip SAM3471CHIP.

For more information on Static Control's qualified Samsung® products or any of Static Control's products or services contact Static Control in the US at 800.488.2426 or 919.774.3808. The European corporate offices can be reached at +44 (0) 118 923 8800.

WORLD

----> Static Control | UK

■ Static Control Qualifies HP®1012 Family of Products for use in Canon® 104/304 Cartridges

Cartridges used in Canon® MF4120, MF4130, MF4140, MF4150, MF4270 and MF4690

Static Control's recent qualification of the HP®1012 family of products for use in the Canon® 104/304 cartridges allows remanufacturers to easily reduce inventory, and broaden their cartridge market by quickly incorporating these cartridges into their business.

Canon® MF4120, MF4130, MF4140, MF4150, MF4270 and MF4690 (104/304 cartridges)

- All HP®1012 primary components including toner, drum, wiper blade, seal and chip plus secondary components which include piece parts such as foams and felts, plastic parts, recovery blade, etc. are qualified.

Static Control's system-matched components provide excellent print performance and allow remanufacturers to immediately produce these cartridges and take advantage of this growing market.

www.scc europe.co.uk

WORLD

----> Static Control | UK

■ Static Control Qualifies All HP® P2015 Products for use in HP® M2727 MFP

More than 40 products now available for the M2727

Static Control's recent qualification of all HP® P2015 primary and secondary products for use in the HP® M2727 MFP allows remanufacturers to quickly and easily incorporate these cartridges into their business, reduce inventory and broaden their cartridge range. All HP®1012 primary components including toner, drum, wiper blade, seal and chip plus secondary components which include piece parts such as foams and felts, plastic parts and recovery blade are qualified.

The HP® M2727 is the MFP version of the P2015, using the same high and low yield cartridges. Static Control's system-matched components provide excellent print performance and allow remanufacturers to immediately produce these cartridges and take advantage of this growing market.

For more information on Static Control's qualified HP® products or any of Static Control's products or services contact Static Control in the US at 800.488.2426 or 919.774.3808. The European corporate offices can be reached at +44 (0) 118 923 8800.

WORLD

----> Static Control | UK

■ Static Control's 24mm Drums Can NOW Be Used For Multiple Cycles Using Static Control's CTL Replenishment System™ and Matched Components

Now provides three to four cycles depending on cartridge page count

Static Control now provides the means for aftermarket profit margins to increase even more! If remanufacturers use the CTL Replenishment System™ on new 24mm aftermarket OPCs purchased from Static Control, along with our system of matched components, they will be able to achieve three to four cartridge cycles in total.

Our testing was conducted using a three page print job, which is a more severe test than most drums will encounter in the field. In this type of testing three pages are printed then the machine stops. This is continued until the cycle is completed. After each cartridge cycle the drum must be replenished using Static Control's CTL Replenishment System™ and matched components. Static Control drums and their compatible engines qualified for this process include: HP 1012/1015, HP1018/1020/1022, HP1150, HP1200/1000/1220, HP1160/1320, HP1300, HP P2015/2014, HP M2727, HP1200, and also Canon® AX, and VX.

After each cartridge cycle remanufacturers must conduct a visual inspection, as recommended with all drums to be CTL replenished, to ensure there are no dents, dings, scratches or severe striations. Information guides will be provided to inform

customers of engine listings and the number of cycles that are possible with the use of the CTL Replenishment System™. We currently provide detailed video and written instructions for this revolutionary system. Our highly trained technical support members are also available to answer any questions. With this latest qualification, Static Control is further assisting remanufacturers in their efforts to be environmentally friendly. In addition to remanufacturing cartridges they can now reuse OEM and aftermarket drums that would otherwise be discarded.

To access both the CTL Replenishment System™ and remanufacturing instruction videos go to Static Control's website at www.scc-inc.com or www.scceurope.co.uk and click on the Remanufacturing Video icon on the home page. Static Control customers then enter their password for instant access. If you wish to become a customer contact Static Control and they will provide you a password.

www.scceurope.co.uk

WORLD

----> Static Control / UK

■ Static Control Expands MICR Toner Line with HP® P2015 MICR Toner

Static Control continues to expand its MICR toner line with the May 2008 release of HP® P2015 SecureRITE™ MICR toner, providing remanufacturers with a comprehensive MICR toner line for every major printer application in the market. Static Control's SecureRITE™ MICR toner for the HP P2014/2015 cartridges is available in both low yield (3k/2.8k) and high yield (7k) fill weights. MICR toner is a crucial part of encoding, reading and sorting checks and other negotiable and non-negotiable documents. Since each check is read and sorted multiple times by high-speed machines, dependability of the toner is critical.

Static Control subjects its SecureRITE™ MICR toners to the industry's most demanding testing and qualification standards, insuring the maximum reliability for these critical products. Laboratory tests are performed on multiple samples of every toner lot including particle size, melt-flow index and triboelectric values. Performance testing verifies image density, page yield and MICR signal strength. This rigorous testing ensures that Static's SecureRITE™ toners maintain consistent signal strength during the entire run of the cartridge. Static Control Components, Inc. SecureRITE™ MICR Toner is guaranteed to produce MICR-encoded checks readable by financial institutions, the Federal Reserve System, and the Canadian Payments Association when used as instructed with appropriate supporting equipment and software (software needs to support specific printer MICR fonts and placement).

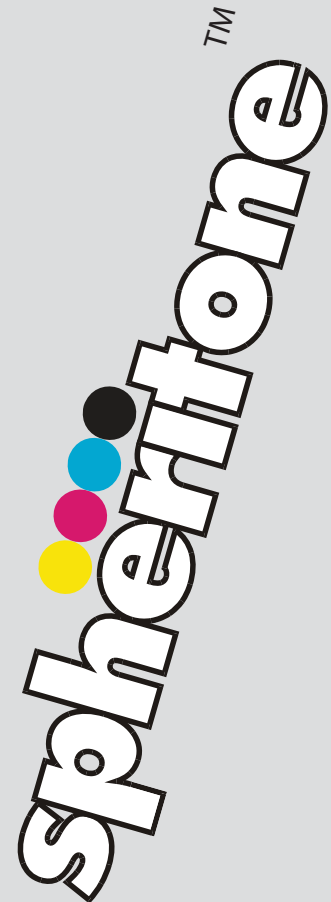
To learn more about the HP P2015 SecureRITE™ MICR toner contact a member of the Static Support Team or visit the Online Engine Centre at www.scceurope.co.uk or www.scc-inc.com. This online centre contains reference information, technical documentation, cartridge illustrations and complete product information for more than 60 popular laser engines.

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Russia

CBC Co., Ltd Moscow

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E-mail: tatyana@cbc.ru

Europe

CBC (Deutschland) GmbH

Mr. Hartmut Lehmann

Phone: +49 (0) 211 53067225

Fax: +49 (0) 211 53067280

E-mail: hlehmann@cbc-de.com



WORLD

----> **Uninet Imaging | USA**

■ Uninet Nominated for Four Recharger Readers Choice Awards

UniNet Imaging Inc, a leading global manufacturer and distributor of chemical and blended toners, smartchips and cartridge recycling components, announces it has been nominated for four 2008 Recharger Readers Choice Awards nominations in the categories of Quality Leader: Supplies, Best Customer Support, Most Memorable Marketing/Advertising Campaign, and Best Website.



UniNet President Nestor Saporiti expressed gratitude for being recognized by Recharger Magazine subscribers and openly shared his appreciation for the industry as a whole and the global achievements and contributions within the remanufacturing community. UniNet attributes this accomplishment to its steady and continued commitment to provide excellent service and quality products to satisfy its client's needs. Mr. Saporiti added, "We are very thrilled and proud to be recognized for the work we do, and we thank you all for your support."

+ (30) 280-9620 | www.uninetimaging.com

WORLD

----> **Uninet Imaging | USA**

■ Uninet Releases DELL 3110CN Toner and Smartchips

UniNet announces the release of Absolute Color® toner and compatible Smartchips, qualified for use in Dell 3110CN cartridges. Black OEM 310-8092, Cyan 310-8094, Magenta 310-8096, and Yellow 310-8098 cartridges are rated 8,000 pages at 5% coverage of a letter size page.



+ (30) 280-9620 | www.uninetimaging.com

WORLD

----> **Uninet Imaging | USA**

■ Uninet Adds HP P1005, P1006, P1505

UniNet announces the release of Absolute Black® toners, Unidrum® OPC and Unichip® Smartchips, qualified for use in remanufactured HP P1005, P1006, and P1505 printer cartridges. The new toners have been developed for specific yields in HP P1005 and P1006 starter cartridges, rated approximately 700 pages (65 grams) at 5% coverage; and standard replacement cartridges rated 1,500 pages (80 grams). UniNet also developed the new toners for dedicated HP P1505 standard cartridges rated 2,000 pages (100 grams) at 5% coverage.



+ (30) 280-9620 | www.uninetimaging.com

WORLD

----> **Uninet Imaging | USA**

■ Uninet Releases Samsung CLP 300 Compatible Toner Cartridges

UniNet announces the release of Samsung CLP 300, CLX 3160 FN compatible color toner cartridges, rated 2,000 pages (Black) and 1,000 pages (C/M/Y) at 5% coverage. The new cartridges have been developed by UniNet for USA and South American region engines.



+1 (310) 280-9620
www.uninetimaging.com

WORLD

----> **Uninet Imaging | USA**

■ Uninet Adds OKIDATA C8800, C8600 SMARTCHIPS

UniNet announces new Okidata C8800, C8600 compatible Smartchips, qualified for use with compatible Absolute Color Glossy toners in remanufactured C/M/Y/K cartridges rated 6,000 pages at 5% coverage.

WORLD

----> **Uninet Imaging | USA**

■ Uninet Releases New Summit Brand OPC Lubricating Powder

UniNet releases a new brand of OPC drum lubricating powder known as SuMMit Master®. The new Teflon-based powder has been specially formulated for padding OPC drums for remanufacturing.



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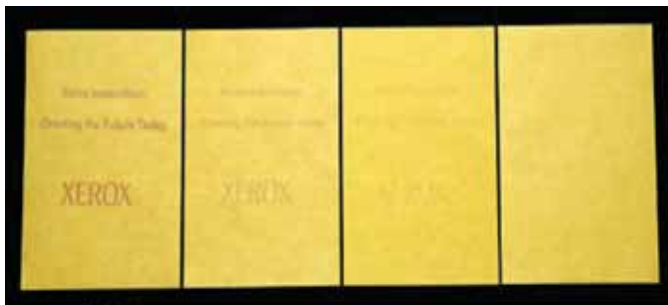
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OEM

----> XEROX

Xerox Invented Self-Cleaning Paper

Xerox Corporation succeeded in developing a new type of paper, which in the future might significantly change the work of many offices around the world. If many companies add to their e-mail template appeal to think about whether to print it from the standpoint of protecting the environment, the situation might change when using this type of paper. According to Xerox, in the workplace, two out of every five printed sheets "live" not more than one working day and only serve to demonstrate colleagues e-mails, drafts, web-pages, etc.



After 16-24 hours on, the new paper will not have any traces of what had been printed and it can be reused. If you want to destroy a print instantly, the paper needs only to heat up to a certain temperature.

However, the paper can be used only in special printers that generate a light wave of a certain length to obtain print. At the moment the technology is at the research stage and its commercialization may be possible in nearest future.

Source: www.ixbt.com

OEM

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Growth of MFU Shipment in Ukraine in the First Quarter of 2008

According to the data of the research agency IDC, the number of shipments of printing peripherals (printers, MFUs and mono-function copiers) in Ukraine grew in the 1st quarter of 2008 by 69% as compared to the same period one year ago, and reached the number of 320K units. With all this, the segment of MFUs (114%) showed the highest dynamics. Shipments of printers grew by 34%, whereas the shipments of monofunctional copiers dropped by 4%.

IDC also pointed that within the MFU segment the changes are as follows: inkjet MFU shipment grew from 56% (2007) to 72%; laser MFUs – from 40 to 44%. Specialists attributed this increase to the release of a lot of new models and aggressive marketing and advertising campaigns organized by printer manufacturers.

Source: <http://ko-online.com.ua>

OEM

----> SAMSUNG

Samsung launched the Smallest Printer and MFU

At the end of April'08, Samsung informed about the smallest color laser printers the company has created until now. The CLP-315K model is a usual printer, but the CLX-3175FNK has scanning, copying and fax functions.

Samsung CLP-315K is just 388(W) x 313(D) x 243(H) mm with the weight of 11 kg. If compared with previous models, the overall dimensions were diminished by 20%.

Despite its small size the device can print in 2400 x 600 dpi and makes 4 ppm in color and 16 ppm in b/w printing.



The printer is equipped with a 32 Mb memory.

CLX-3175FNK stands out not only for its photo prints and printing ability from various storage supports, but also for the possibility to scan documents and transfer them directly to flash-cards.

There is no information provided as to the release of the products on markets.

Source: www.ixbt.com

OEM

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The Level of Pirate Software in Ukraine is in Decrease

According to a survey done by IDC on the command of BSA, the level of unauthorized use of licensed software in Ukraine dropped by 1% in 2007. At the same time economic losses brought to the country's economy grew by USD 66 mln and were equal to USD 403 mln. According to the report Ukraine is within the first 20 "leading" countries, where pirating is still extremely high. It goes hand by hand with such countries as Zimbabwe, Venezuela, Iran, etc. The most unfavorable indices in Eastern Europe belong to Armenia (93%), Azerbaijan (92%), Moldova (92%). In the region the best results showed Czech Republic (39%), Hungary (42%) and Slovakia (45%).

All in all, of 108 countries, which were included in the survey, the level of illegal use of software dropped in 67 and grew in only 8 countries. But, due to the fact that the highest growth of computer industry is shown in developing countries, the total of unauthorized use increased by 38% globally. Thus, BSA recommends companies and governmental agencies pay more attention to this issue namely in developing countries.

Source: <http://ko-online.com.ua>

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Recharger Magazine is constantly working to update and upgrade its product offerings to the imaging supplies aftermarket. We have spread the word into Chinese, Spanish and Portuguese, adding an additional 5,500 online subscribers to our family and have developed new global partnerships to produce world-class events around the globe; the type of events that only Recharger Magazine can offer.

For information on all of Recharger Magazine's products and events visit: www.rechargermagazine.com

Clients' Fortune in Fartuna!

The Izhevsk-based company Fartuna, Russia, came into the industry of imaging supplies in 2002 after one decade of activity in food commerce. According to Sergey Kaisin's words, the company director, the development of computer technologies and their omnipresence in all spheres of our life made the company management reorient the main business focus on the IT sector. The young age of the industry, zeal of the management and good potential for profit shaped the final decision of tackling the new challenge. Besides it, the printing industry resembles a lot to the automobile, which needs filling with gas. Printers need, in their turn, cartridges. All these thoughts, positive market trends and simple wish to get satisfactory reward from the work were the foundation for the company Fartuna, whose main activity lies in the field of printer cartridge recharging, refilling, remanufacturing as well as printers repairs and sales of printing supplies. Today Fartuna also sells stationary and photo products.

Knowing the location is the key factor for a middle-sized company dealing with sales services to individuals, Fartuna offers its clients a very good and reachable location. The company's office is advantageously found in the center of the city. The shopping and recharging center of the company offers fast recharging services for toner and ink cartridges. The center is fully equipped with the machines for recharge and refilling as well as for photo retouching and refurbishing. Thus, Fartuna can offer all-in-one service to any client, which helps them save their time, money and get excellent technical support. Besides that the company values only high quality and does its best to offer it to customers. As Sergey Kaisin mentions, *his company's goal is to work with as many customers as possible and do the maximum for each of them.*

Fartuna offers its clients only high-quality printing supplies from leading Russia aftermarket companies. Taking into consideration the growth of the local markets, the company envisions expansion in other regions of the country. Sergey Kaisin's objective is to gain trust with a larger number of individual customers and businesses in their city and beyond it. Despite fierce competition from numerous small rechargers, the company management sees its turnover grow and quality improve from year to year. Therefore, the company rejoices the loyalty of old customers and arrival of new

ones. In order to satisfy the customers' needs, the company constantly improves its working procedures and methods for cartridge remanufacturing. The management of the company are permanent guest at all significant events in the industry (seminars, exhibitions, trade shows), where they get the newest information in the field and find new partners.

In this uneasy enterprise, Artem Zabolotskiy, production director, helps the director of the company. Zabolotskiy is responsible for the organization and control of all products remanufactured and serviced in the company.

RechargEast Magazine interviewed Sergey Kaisin in Moscow, during RechargEast 2008 trade show. We were interested to find more details about a prosperous company, which is active mainly in the regional Russia. The interview is presented below.



SERGEY KAISIN AT HIS WORK DESK

RechargEast: *Sergey, why namely printing supplies, recharging and printers repairs? How did you begin?*

I would like to begin with the problem of expensive printing cartridges, which is rather widespread in the country. That is why cheaper alternative solutions find their adepts here in large numbers. Even from my experience I can tell there is an urgent need for inexpensive good-quality supplies. I found a way out: I learnt how to refill, recharge and remanufacture a



printer cartridge and give them a second life. Later I opened a small recharging center, which grew into a fully-fledged recharging shop, where customers can now buy various products and get top-notch service. We also added photo and video services to the range of our services.

RechargEast: *Sergey, how do you see the perspectives of the aftermarket of printing supplies in your region?*

Very optimistic. The grow is seen on daily basis.

RechargEast: *Sergey, what does your client need? What are their demands?*

Our clients need high-quality service for their cartridges and a lot of attention. Our clients are also interested in long-term

relations as well as friendship signs: discounts for bulk parties of products or multiple commands. They also appreciate all-in-one solutions we offer: printer-photo-video.

RechargEast: *Who are your main regional and country partners?*

Our company services a lot of companies and individuals in our region. We also work with companies from Moscow, Sankt-Petersburg, Nizhny Novgorod. We also plan to open shops in Naberezhny Chelny and Volgograd.

RechargEast: *Sergey, what printers are the most popular according to clients' orders?*

I would say Epson printers remain the most popular. These printers, especially R-200, 220, 270 models, offer good quality color printing at a reasonable price. As for businesses, they prefer HP laser printers, which give high-quality prints and are very cost efficient. Moreover, the latter are easy to recharge and remanufacture.

RechargEast: *What are the trends on the Russia aftermarket of printing supplies?*

The local customer needs multifunctional devices. Our people love expensive equipment, but they still want to save on supplies. Because of it, qualitative and inexpensive color cartridges are in bad need.

RechargEast: *Sergey, would you like to send a message to our reader?*

I would wish all RechargEast readers to be interested in technical novelties through regular reading of the magazine, which gives answers to a lot of questions. I am glad that your magazine is always open to its readers and gives a helping hand whenever needed. On the other hand, this source of information is also a bridge to other companies. These share their experience with us, smaller businesses, and do not make secret out of their knowledge, but pass it on in order to train others to better service their customers. After all, we all work for clients and not vice versa. **RCE**



HOW MUCH SHOULD MY PRODUCT AND MY SERVICE COST?

Part two: **PRICE POLICY**

Nikolai Yakimchuk

In the June issue of the magazine we focused on price formation and established the main aspects to be taken into account while determining your product's or service's price. We saw the basic principles of calculating the optimal product or service price. To determine the price it is necessary to include such factors as the cost of raw materials, salary of your staff, fixed expenses, etc. This method is the most elementary and basic one. But the described price formation is not the only possible one. There are cases when companies are driven by their competitor's prices as well as by market price trends. These are the very topics of this short article.

ERRANDS' BOY

In this world small and middle-sized companies have difficulties competing with large corporations, whose main objective is to tame the market and remove all unpleasant "elements", that is competition, off. Having such a big company as a client may bring in a lot of profit along with a headache. The more the big client orders, the stronger is his negotiation power over the supplier. Sometimes, the situation is aggravated to the extent that the client is the one to determine your price and service cost. The supplier cannot but work to his detriment in order not to lose the precious client. That's why the supplier (any remanufacturing company may be one) turns to be an errands' boy.

Company A, a distributor of remanufactured laser cartridges, concluded an agreement with a large chain of supermarkets for supplying large parties of cartridges. The sales volumes could increase the company's turnover by ten times. But the company refused the agreement when the supermarket wanted to have cartridges at a price unacceptable for the company.

WHAT THE MARKET TELLS...

There are also cases when a company should better analyze the situation on the market and level its price policy to the prices of similar products existing at this market. In other words, it's possible to say that the price is determined for the market to be able to stand it. The price of your product or service should be supported by your perspective client and the client should be able and willing to pay it.

Being driven by the market price, there is chance for two almost equal outcomes:

- 1/ You determine the price existing on the market and you level your price to this one or lower your price a little. You may sell more, but the net profit is diminished.
- 2/ You determine the price of the market, increase your price and make it higher than that. This may decrease your sales, but increase the net profit due to the higher price.

It may turn out that the two scenarios may result in similar profits. But the thing is that a higher price will surely decrease the public's interest to your product.

COMPANY'S IMAGE

I do not deny the fact that an Eastern European, Russian or CIS customer asks first for the price of the product or service. Still, the price is not the only factor that causes the customer to buy the product/service.

Determining your price, you might want to use these rules:

- Your price should be real;
- Your price should cover all your expenses;
- Your price should include the time you need for looking for suppliers and discussing terms;

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Facing the situation of a market saturated with products offered at the same price, the customer decides to buy a product/service after considering a number of other factors, like: quality, customer service, company's reputation. In other words, everything that builds the company's image comes forefront. Thus, determining your price your company needs to improve its image if there are problems with it.

PRODUCT DICTATES

Any product as well as any service have their own lifespan. The product may undergo several cycles in its life. Its price should always reflect the new cycle the product enters now.

During the primary cycle, when the interest to the product is high, the product is to bring the maximal profit. Once the product reaches the maturity stage, its price is to be still acceptable to the company's range of customers. In the decline phase the price should be as low as possible to sell off the remainder of the products and free stock space for other products.

- When determining a price, react quickly on any change in competitors' prices;
- Update your prices along with the inflation eating your profit up;
- Do not hide your prices from your customers. Your customer should be able to find your price extremely fast;
- Do not decrease your price just to sign an agreement with a big company;
- Do not spoil your customer with too frequent promo prices and discounts;
- Finally, do not think your customer pays attention only to your prices.



DIVERSIFICATION OF YOUR PRICES

Once you want to diversify the prices for your products or services, you will eventually come to the idea of building a range of products and services. Having a range of various products/services will allow you to satisfy the demand of different groups of customers. Besides it, you might also want to make your prices floating for every customer group.

Recharging a cartridge is a rather specific service. But its price could be different for different customers at a different time. What I want to say is that price diversification is an interesting way of attracting clients, which are not your customers. For instance, Wednesday may be the school students' day, when students under 16 years old have a 30% discount. It may sound strange, but believe me such experiment proved to be successful in other industries.

In conclusion, I would like to say that the price policy depends on a multitude of factors, which exist within the company and beyond it. For determining prices expenses and costs should be regarded as the most important, the other factors discussed in the article above are the components that go after. Customers, their influence on your prices, your company's image, innovations and unique character of your product/service as well as price diversifications attracting more clients will finally determine your product's or service's price.

In the next issue of the magazine I will focus on costs and expenses one more time so as to explain how we could diminish them maximally. **RCE**

To be continued.

CHOICE OF PRICE DRIVEN BY MARKET

Your product and service type	Possible price policy
Regular product very easy to imitate	*The best way to get your product on the market is to offer it first at promotional prices inconspicuous to your competitors; *Offer the lowest price you can afford for your company to get the grip at the beginning.
New product also easy to imitate	*Penetrate the market in an aggressive way by means of promotional low prices. Become the leader of the market for at least a short period. *Skim the cream of the market by offering low prices.
New product difficult to imitate	*This is the ideal situation. Here do not wait for the competition to wake up. Get the most of the market and occupy it by establishing your prices.

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World Headquarters:

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3010 Lee Avenue • PO Box 152 • Sanford, NC 27331

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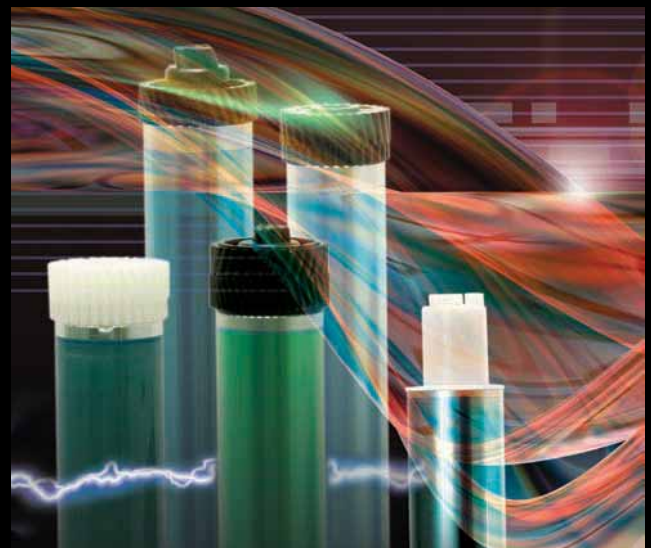
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